

# Cindi R. Rubin

• cinrubin@gmail.com

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Seeking the position of . . .

## Marketing and Communications Specialist

Talented, creative, and team-spirited professional with tenacious drive, an open mind, and balanced humor to work effectively with varied demographics of people. Ability to apply acquired business skills to meet the expectations of varied roles of employment. Excellence in organizational values include:

Customer Service... Marketing and Communications... Project and Event Management...  
Managing Business Relations... Time Management... Office Management

## Experience Highlights

### Part-time Personal Assistant

MCCABE RUSSELL FAMILY LAW.

September 2015 to Present

Assist the owners of the firm with tasks, organization, and in any area needing help. Helped write the content to be used for their new website.

### Management Consultant

NATIONAL FAMILY RESILIENCY CENTER (NFRC), COLUMBIA, MD

January 2013 to May 2013

Consult with organization to help increase awareness of their services and increase clientele. Advice on the importance of appearance and communication when clients call or come into the center. Some examples are painting the center and changing the décor in both the waiting room and meeting rooms to reflect the image they are trying to present. Teaching the staff the appropriate way to create a feeling of acceptance and understanding when speaking to a potential or existing client both in person and on the phone. Writing a new brochure and catch phrase to better explain the sources available to clients and professional staff. Provide many ideas for future fundraising events.

### Retail Sales and Merchandizing

NEWBURY AND SMITH, MT. WASHINGTON, MD

April 2011 to November 2012

Retail sales and merchandizing for high-end consignment boutique. Responsibilities include sales, dressing window displays and store displays, taking in merchandise from consigners, which includes pricing of very high-end merchandise and putting information into the computer, and continually keeping merchandise on the floor updated. Computer responsibilities include printing end of day reports, cash register sales and credit cards, checking clients inventory and continually updating inventory information.

### Marketing, Delivery and Shop work

ENJOY FLOWERS, LAUREL, MD

August 2010 to February 2011

Assist with marketing and sales both in the store and by attending different events. Help implement new marketing approaches. Assist with deliveries from inputting orders through the actual delivery. Help with many tasks in the shop including checking orders in and out on the computer, preparing vases and flowers, decorating the storefront window.

### Business Development

THE MOVING COMPANY, Jessup, MD

June 2009 to August 2009

Develop new business with government agencies and real estate agents. Update website and written marketing pieces. Oversee daily office functions.

- Follow up on leads given by the owner
- Present moving information and tips at different real estate agencies' sales meetings.
- Meet with different government agencies to develop business such as the Veterans Association
- Manage the office including sending and receiving invoices and payments, coordinating moves both commercial and residential, updating marketing material given to potential clients

**Marketing and Sales Coordinator**

March 2007 to May 2009

LEE'S ICE CREAM, Baltimore, MD

Manage the marketing strategies and wholesale relations for multi-line ice cream products. Negotiate product placement, ad space and frequency, and product variety with several major grocery chains while maintaining key relations with over 100 restaurants, specialty shops, and franchise accounts.

- Identify potential new account opportunities and initiate communications; provide the sales team with prospective leads in restaurants, cafés, and country clubs
- Authored public relations letters to communicate commitment of service principles with new clients of a merged business; established business relations and explained new sales ordering processes
- Worked with a writer of the *Baltimore* magazine to produce an article promoting a seasonal ice cream flavor, November 2008 issue
- Attend trade shows to extend brand representation among food industry professionals

**Home Manager**

1993 to 2007

Dedicated time to raising a family, coordinating home schedules, managing finances, and volunteer work.

**Marketing Coordinator**

1990 to 1993

BIO SCIENCE CONTRACT PRODUCTION CORP, Beltsville, MD

Involved in initial development of market branding for the start-up company offering a controlled environment for production of bio-tech and pharmaceutical products.

- Created the company logo, brand image, marketing brochures, and sales presentations
- Established the sales department with the company President and CEO
- Marketed leading scientific firms and extended invitations to tour facility
- Organized and marketed a grand opening event
- Scheduled and conducted facility tours, organized meeting agenda, and sales presentations
- Assisted the Executive team in assembling a financial package for presentation to the State of Maryland to build a new facility in Baltimore; organized the meeting agenda and personally delivered a presentation on the company's marketing strategies

**Retail Salesperson**

1983 to 1990

Joan and David Shoes in Ann Taylor, Nine West Shoes, The Hands of Time, Amanda Fielding  
Miami, FL and Columbia, MD

Performed all aspects of retail sales including sales, merchandising, pricing, cashier, and inventory.

### Volunteer Experience

**Board Member**, HEARING and SPEECH AGENCY OF MARYLAND,

2005 to 2010

Committee involvement includes: PR and Marketing, Development, Strategic Planning, and Events

**State of Maryland Woman of the Year**, LEUKEMIA and LYMPHOMA SOCIETY

2005

Awarded as Maryland's top Woman fundraiser and ranked within the nation's top 20 for the 10-week charity event; raised \$70,000 through a letter campaign

**Board Member**, Vice President (2 years) and President (2 years)

1999 to 2003

MONTESSORI PRESCHOOL, Howard County, MD

### Education

**Bachelor of Arts in Journalism**, UNIVERSITY OF GEORGIA, Athens, GA**Computer Skills:** Microsoft Word, Excel, Publisher, and PowerPoint