

Roxanne Rubell

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WORK EXPERIENCE

COMMUNICATORS GROUP, Keene, NH

Copy Writer and Public Relations Specialist, Mar 2014 - Present

- Create precisely branded and targeted sales and marketing copy for two of the agency's bank and health care clients, Savings Bank of Walpole and Mission Health. Concept and write brand campaigns; write copy for print, direct mail, digital and outdoor; write and edit copy for product/service email blasts, websites, corporate and consumer e-newsletters; compile monthly Facebook and Google analytics stats; develop radio scripts; write and distribute press releases to garner media coverage; assist in new business pitches.

NH UNION LEADER, Manchester, NH

Contributing Writer, Oct 2013 - Present

Arts and Entertainment-focused features

KEENE SENTINEL, Keene, NH

Contributing Writer, May 2013-Present

Lifestyle and Restaurant-focused features

ON THE ROX MEDIA, Los Angeles, CA

Owner/Operator, Jun 1998 - Mar 2015

Utilized public relations, advertising and social media disciplines to develop and implement results-driven, integrated marketing initiatives designed to build brand awareness, gain and enhance customer engagement and loyalty for chain and indie restaurant concepts including The Counter, Josie Restaurant, The Lobsta Truck, Rustic Canyon, Dick Clark Restaurants, Johnnie's Pizza.

Hospitality clients included Viceroy Hotel Group, enhancing marketing and media coverage efforts for the Viceroy Hotel in Santa Monica and The Avalon Hotel in Beverly Hills. Consumer clients included The Bar Method workout and Circuit Works circuit training.

CALIFORNIA PIZZA KITCHEN, Los Angeles, CA

Director of Public Relations, March 1993-June 1998

Developed and implemented pr and marketing grand opening initiatives for over 25 new locations; helped spearhead development of CPK.com website; managed day-to-day public relations and media relations; worked with restaurants to develop local store marketing plans; oversaw and managed special events calendar ensuring consistent brand representation.

EDUCATION

SKIDMORE COLLEGE, Saratoga, NY

BA, June 1986

QUALIFICATIONS SUMMARY

- Public relations, marketing and advertising professional and entrepreneur with over 30 years experience working at large agencies, in-house and as an independent contractor running my own PR/marketing consulting business specializing in restaurant/hospitality industry clients. Focused on developing integrated marketing programs emphasizing public relations coupled with social media strategy/content as a cost-effective way to communicate key marketing messages, build brand awareness and increase sales.

STRENGTHS

- Self-starter, proactive, experienced public relations and marketing pro meets versatile writer/journalist. Expertise integrating public relations, marketing and social media to build brand awareness; social media development and management (FB, Twitter, Instagram, Pinterest); ability to match consumer trends with brand objectives; extensive media relations experience; navigating organizational hierarchy; identifying/targeting trends; entrepreneurial spirit including owning and operating On the Rox Media and concepting and operating Baking Whoopie, an online bakery/maker of gourmet whoopie pies that were featured in the 2010 Neiman Marcus Holiday Epicure catalog.