

ALEXANDRA RUBAN

EXPERTISE and KEY STRENGTHS

Innovative Business Manager and Project Leader with a successful track record of initiating and developing new processes, services and groups.

Developing Solutions and New Processes for Existing Problems

Built support for and directed redesign of core company processes for 4 departments, reducing turnaround time by 30%, resulting in time and money savings. Organized coalition of major stakeholders, and served as primary point of contact for internal groups and external partners. Managed consultants, contractors, and vendors in implementing new projects and corporate redesigns. Developed well defined standards and practices, and clear metrics to measure results.

Creating Effective Marketing Programs for Internal and External Customers and Partners

Oversaw 10 multi-channeled marketing campaigns, involving print, web, direct mail, email advertising, telemarketing, expo exhibits, and client presentations. Created strategic plans, corporate and departmental business plans, and executional analysis. Initiated and implemented a model Internet advertising campaign which generated \$2 million in applications in under 2 months on a budget of \$10,000.

Managing Technology Teams to Deliver Business Results

Successfully managed a geographically distributed team and multiple cross-functional teams. Trained sales force, engineers, and program managers with new methods and technologies. Managed multiple successful product releases with remote team members. Oversaw staff expansion; built cohesive, dedicated teams.

EXPERIENCE

RBN CONSULTING, Belmont, MA rbn-consulting.com

2011-now

Founder

Providing management consulting for small businesses with up to 5 employees -- business planning, web strategy, overall marketing, operation optimization and growth strategies.

NEW YORK LIFE (Retirement Division), Westwood, MA

2009-2010

Vice President for Web Strategy

Responsible for division-wide Web strategy and vision, including identifying and prioritizing objectives, handling vendor relationships, guiding regular meetings of the Web Strategy Steering Committee, evaluating best practices, communicating and setting expectations with partners and stakeholders, and measuring site effectiveness.

- Created a Web department and hired a new team.
- Served as the chief point of contact for all departmental partners.
- Collaborated and partnered with key stakeholders to prioritize objectives for the websites.
- Established data-driven metrics to measure effectiveness of division websites and implemented a metric reporting process
- Managed vendor relationships, development of contracts, and selection of service providers.
- Provided high level project management, delivering on-time and on-budget.

AMERICAN STUDENT ASSISTANCE (ASA), Boston, MA

2008-2009

Integrated Web Strategy Manager

Responsible for advocating for corporate-wide Web strategy: evaluating and improving Web practices, establishing standards, recommending and implementing future strategies.

- Defined roles and responsibilities for the new department within the corporation. Oversaw four hires.
- Managed day-to-day operations for a dozen domains and associate sites.

- Evaluated and implemented web tools for collection and analysis of site usage data.

SALLIE MAE, Braintree, MA

2005-2008

Manager of Project Services, Sallie Mae (2007-2008)

Managed a geographically dispersed team of five and an outside consultant responsible for all school and custom marketing collateral (print, web, direct mail, and sales support: all published marketing materials) for Sallie Mae Non-Consumer clients.

Manager of eBusiness, Nellie Mae Marketing and Sales Division (2005-2007)

Managed eBusiness department, providing creative and executional oversight for web-based media internal and external communication programs.

- Took over high turnover department and doubled the size of the department to 3 direct reports with 3 indirect reports. Won over hostile staff member by providing regular feedback and support. Worked with outside contractors to supplement internal resources as necessary to meet project needs and seasonal work flow. Generated \$2 million in applications by introducing advertising campaign.

Consultant (HBS and Solartec)

2002-2005

HARVARD BUSINESS SCHOOL, HBS Online Business Thesaurus (2003-2005)

- Designed, managed, and implemented the Financial/Economics thesaurus sections

SOLARTEC, INC. (Technology Startup) (2002-2003)

- Developed business analysis, valuation requirements, projections, and presentation for first round of venture capital financing.

LYCOS, INC., Waltham, MA

1997-2001

Web Engineer (1998-2001)

- Developed new structure for company co-branding systems. Wrote documentation and conducted training for geographically dispersed branches.
- Served as liaison between Microsoft and Lycos Europe for multilingual systems.

Senior Web Developer (1997-1998)

- Supervised day-to-day production and evaluation of numerous Web sites and projects for company and partners.

VEDA SYSTEM SOLUTIONS, Bedford, MA

1996-1997

Web Department Manager (1996-1997)

- Formed company Web department and managed its operations, leading a 3 person team.

Marketing Coordinator (1996)

- Handled sales for all product offerings, including telemarketing, direct mail and client presentations.
- Coordinated all company advertising and trained expanding sales force.

EDUCATION

M.B.A., Babson College Graduate School of Business, Wellesley, MA, 2002

Focus: Managing Technology Intensive Enterprises

B.S.B.A., Majoring in Marketing, Suffolk University, Boston, MA, 1996.

Best Marketing student, 1996. Dean's List every semester. Griffin Scholar.

Delta Alpha Pi, Alpha Delta Sigma, Alpha Mu Alpha honors societies.