

ALEXANDRA RUBAN

EXPERTISE and KEY STRENGTHS

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

Developing Solutions and New Processes for Existing Problems

Directed redesign of core company processes for 4 departments, reducing turnaround time by 30%, resulting in time and money savings. Served as liaison with internal groups and to external partners. Managed consultants, contractors, and vendors in implementing new projects and corporate redesigns. Created well defined standards and practices, and metrics allowing measuring of results. Created and led a company web services department at the start of the Internet boom.

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

2013-now

Founder

Providing business and management consulting for small businesses with up to 10 employees -- business planning, marketing, growth strategies and operation optimization.

NEW YORK LIFE (RETIREMENT DIVISION), Westwood, MA

2009-2010

Vice President of Web Strategy

Redefined and implemented division-wide Web strategy, including identifying and prioritizing objectives, handling vendor relationships, guiding the Web Strategy Steering Committee, evaluating best practices, communicating and setting expectations with stakeholders, and measuring website effectiveness.

- Responsible for overall business aspects of websites including design, functionality, content management, and level of client-specific customization.
- Provided high level project management, coordinating closely with project management and business analyst resources to drive the execution of enterprise-wide web projects on-time and on-budget.
- Guided and managed the Web Strategy Steering Committee to ensure critical issues were addressed and decision-making was appropriately escalated.
- Identified and evaluated best practices and the latest web trends to determine applicability to the division, making recommendations regarding which best practices and trends the division should adopt.
- Partnered and collaborated with key stakeholders to prioritize objectives for the websites. Communicated effectively with senior management and IT to set appropriate expectations regarding deliverables.
- Established a new set of metrics to measure effectiveness of division websites and implemented a metric reporting process.
- Oversaw sitewide redesign, and implementation of Sitecore Content Management System.
- Managed web vendor relationships and selection of new providers.

AMERICAN STUDENT ASSISTANCE (ASA), Boston, MA

2008-2009

Integrated Web Strategy Manager

Responsible for defining, developing, and implementing corporate-wide Web strategy in line with the organization's goals and objectives. Continuously evaluating and improving ASA's Web practices, establishing standards, recommending future Web strategies and implementing them in collaboration with internal stakeholders.

- Created corporate-wide Web strategy for a dozen domains and associate sites.
- Managed day-to-day operations of the new Web department. Oversaw four hires. Defined roles and responsibilities for the new department within the rest of the corporation.
- Worked with IT to set up standard infrastructure to support daily operations of corporate Web site.
- Oversaw creation of web tools for internal reporting and analysis.
- Evaluated and implemented first web analytics tool to enable collection and analysis site usage data.
- Developed Web processes and procedures that increased efficiency of operations and improved communication among different departments within the organization.

SALLIE MAE, Braintree, MA

2005-2008

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

Managed five geographically dispersed Project Managers and an outside consultant responsible for all school and custom marketing collateral (all published marketing materials) for Sallie Mae Non-Consumer (schools and corporate clients) including all brands. Managed creation of print collateral, web content, direct mail, and sales support material. Ensured that all projects met objectives, were delivered on time, and within budget.

- Developed improved implementation processes for 12 processes, including customized production, resulting in reduced time to market and closely monitored product quality.
- Managed phase 1 implementation of Unica and Harte-Hanks MRM (Marketing Resource Management) software.
- Assisted VP of Marketing with formulation of annual marketing plan and development of communications strategies and creative design elements supporting corporate and departmental objectives.
- Worked closely with sales force to insure successful use of marketing tools and maintenance of brand message.

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. Directed a team of web developers, project managers and UI analysts to ensure timely and efficient execution. Projects included development of online applications, customized web pages for clients, online advertising and marketing materials.

- Oversaw overhaul of company Intranet site, establishing and supervising implementation of a new structure to improve internal communication resulting in significant cost and time savings for the company.
- Expanded almost non-existent online advertising program by creating a highly successful model 2 month campaign with Google. Trial campaign was extended indefinitely, and led to the creation of a company online advertisement strategy.
- Managed redesign of Internet website, overseeing a range of activities, such as strategic repositioning of site content, evaluation of vendor proposals as well as implementation schedule of deliverables.
- 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.
- Co-chaired division United Way campaign for 2006; 11% increases in contributions over previous year.

Consultant

2002-2005

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

- Designed and managed the Financial/Economics thesaurus sections.
- Analyzed data to create initial structure; worked with technical team to update system requirements.
- Indexed prototype group of published articles by Working Knowledge.

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

- Reviewed business plan, recommended changes for presentation to prospective financiers.
- Developed business analysis and projections for first round of venture capital financing.
- Analyzed and formulated valuation requirements to support technology needs of the company.

LYCOS, INC., Waltham, MA

1997-2001

Web Engineer (1998-2001)

- Analyzed company co-branding systems and recommended a new structure. Planned, designed, and led

implementation of project for first standardized co-branding structure to support multiple partner sites. The enhanced efficiency increased number of partner sites from 5 to more than 50, reducing turnaround time from a week to a day, and requiring support by only 1 instead of 3 engineers. Ultimately, a new department was created to acquire new partner sites.

- Wrote documentation and conducted training for branches to transfer ownership of new co-branding structure.
- Served as liaison between Microsoft and Lycos Europe for multilingual systems.
- Coordinated cross-departmental projects and technical support for department-specific initiatives.

Senior Web Developer (1997-1998)

- Supervised day-to-day production of numerous Web sites and projects for company and partners.
- Managed releases of three complete redesigns of the Lycos home page.
- Launched new community-based products for the Lycos site under strict deadlines and in cooperation with Operations, Editorial, and Marketing.
- Developed and maintained company wide standard metrics for the web.
- Liaison between Web development and all other company departments.

VEDA SYSTEM SOLUTIONS, Bedford, MA

1996-1997

Web Department Manager (1996-1997)

- Formed company's Web department and managed its operations, leading a 3 person team.
- Oversaw design of web sites to client specifications; designed and maintained company website.

Marketing Coordinator (1996)

Coordinated all company advertising, including posters and newsletter. Handled sales for all product offerings, including telemarketing, direct mail and client presentations.

- Organized expo exhibits: arranged booth space and mailings to clients.
- 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.