

RITA FARIN

1412 Lyon St., #C
San Francisco, CA 94115
415-441-6984 Cell: 415-279-1390
rfarin@calicocom.com

SUMMARY OF QUALIFICATIONS

Specialized knowledge in marketing communications for international high-tech companies. Extensive experience in developing effective marketing communications plans, directing marketing activities for corporate headquarters and through a worldwide VAR network. Exceptional copywriting, project management, and strategic planning skills.

PROFESSIONAL EXPERIENCE

Owner, Calico Communications, San Francisco, CA, 2004 - present

Manage marketing communications consultancy that provides global strategic planning, direct marketing, advertising, web site direction, copywriting and corporate identity development services.

Senior Manager, Marketing Communications, Proxim Corp., Sunnyvale, CA, 2001-2004

Developed integrated lead generation and Web programs with superior response rates and led advertising initiatives that reinforced corporate branding; managed multi-million dollar budget and team of five.

- Managed all Web marketing activities and production of marketing collateral.
- Planned, managed and launched solution campaigns and new product communications targeted at end-user and channel audiences.
- Directed leading agencies and consultants in developing media plans; corporate, vertical and channel advertisements; direct mail; and exceptionally successful online campaigns yielding up to 5% click through and 2% response rates.
- Responsible for streamlining marketing communications activities and processes as a result of continuous corporate mergers and acquisitions.
- Worked with management on brand development, messaging, positioning and implementing consistent corporate look and feel.
- Managed team in multi-lingual collateral design, content development and production; developed multi-lingual trade show messaging and design.

Owner, Calico Communications, Raanana, Israel, 1998-2000

Founded and managed marketing communications business that provided consulting, copywriting and corporate messaging services to Israel's leading international high-tech companies.

- Developed concepts and wrote creative copy for corporate and product brochures, Web sites and presentations; co-created corporate and product taglines and names.
- Directed corporate voice workshops; developed positioning, mission and vision statements.
- Consulted on a range of topics including developing global marketing communications plans, managing the development of marketing collateral in a distributed enterprise and reinforcing global branding.
- Planned and implemented annual distributor meetings abroad; managed complete marcom projects including directing Web developers and graphic designers.
- Founder and active member of the Creative Alliance, a unique collaboration between five leading communications companies, formed to provide clients with a complete marketing solution.

PROFESSIONAL EXPERIENCE *Continued***Global Marketing Communications Manager, Cimatron Ltd., Givat Shmuel, Israel, 1995-1998**

Developed and implemented international marketing communications plan to heighten the impact of global marketing activities and increase worldwide name recognition; managed budget of over \$1 million; headed team of five.

- Developed & implemented public relations programs for the US and world including choosing and working with agencies; planned and executed press conferences and tours.
- Selected international advertising placement; directed ad creation.
- Integrated marketing activities of global VAR network and subsidiaries with headquarters; standardized corporate branding globally; planned annual VAR conference.
- Managed development and maintenance of multi-lingual Web site.
- Oversaw production of sales tools for VAR and subsidiary support including sales kits, bimonthly newsletters and annual reports.
- Managed corporate trade show participation including booth design.
- Worked with development team on interface design and packaging of products.
- Advised senior executives in corporate positioning and strategic planning sessions; responsible for product launches.

Marketing Communications Manager, Compusearch and ImageFast Software Systems, Inc., McLean, Virginia, 1994-1995

Developed and implemented strategies for attracting software resellers. Selected and managed advertising opportunities, trade shows and trade partner programs. Developed and produced all company brochures, direct mail and advertisements; cut company print production and design costs by 30% within 6 months; managed marketing assistant.

Manager, International Operations, PGRI, Rockville, Maryland, 1991-1994

Established international relations in lottery services company resulting in increased international exposure and collaboration. Planned and executed multi-lingual international conferences with attendance ranging from 40 to 2,000. Served as editor-in-chief for lottery industry reference publications; expanded trade publication's international coverage and readership by over 100%.

SKILLS & ASSOCIATIONS

Speak English and Spanish fluently, French and Hebrew proficiently.

Direct Marketing Association, American Marketing Association.

Volunteer with Community Impact, JFCS, United Nations Association Film Festival

EDUCATION**Bachelor of Business Administration, Cum Laude**

University of Miami, Coral Gables, Florida, June 1988

Major: International Finance and Marketing, Overall GPA: 3.5/4.0.

Additional Education

DMA Basic Institute, San Francisco, CA, 2002 - Direct response techniques.

Hebrew University, Jerusalem, Israel, 1990 - Advanced Hebrew, Israeli literature.

The WUJS Institute, Arad, Israel, 1988-1989 - Hebrew language, Israeli studies.

University of Michigan, Tours, France, 1985 - Advanced French studies.