

# RITA FARIN

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## SUMMARY OF QUALIFICATIONS

Specialized knowledge in providing innovation, marketing and communications services to global high-tech companies. Extensive experience in developing and executing strategic marketing and communications plans, directing marketing activities for corporate headquarters and through a two-tiered global distribution network. Proven ability to develop and facilitate customized innovation programs that increase organizational efficiencies and productivity. Exceptional copywriting, project management, and strategic planning skills.

## PROFESSIONAL EXPERIENCE

**Owner, Flying Motion Creative (formerly Calico Communications), Atlanta, GA, 2004 - present**  
Manage innovation, marketing and communications consultancy that provides comprehensive range of services, such as global strategic planning, online marketing, advertising, website direction, copywriting and corporate identity development, to high-technology and consumer clients including wireless networking, online meeting and e-commerce companies. Develop and facilitate customized workshops, retreats and coaching programs that result in proven increases in organizational productivity. *To view complete services and sample of work: [www.flyingmotion.com](http://www.flyingmotion.com)*

**Certified creativity coach, consultant and facilitator, rita farin - creative spirits at play, Atlanta, GA, 2008-present.** Provide individual coaching for career and life transition, small business development, creative life design and artistic projects. Unique coaching approach has resulted in transformational life changes, including the creation and development of new businesses, careers and books, as well as personal growth. Write blog on creative life transitions. Develop and facilitate original workshops and presentations that ignite creativity and help manage change and transition. *For more information: [www.ritafarin.com](http://www.ritafarin.com), [www.ritafarin.blogspot.com](http://www.ritafarin.blogspot.com)*

**Principal, Rittika, San Francisco, CA, 2005-2006**

Created, launched, managed and marketed a one-of-a-kind online artist community that sold original handcrafts from around the world to a broad consumer market. Dedicated to inspiring and encouraging creativity, the community provided a marketplace for emerging artists and a showcase for photographers and writers.

- Developed business and marketing plans; designed and executed online marketing campaigns to drive traffic to the site.
- Created detailed website specifications for developers; provided art direction to graphic designers and photographers; wrote creative copy for the site.
- Identified artists and procured inventory; created operations infrastructure including QuickBooks integration, inventory management and shipping procedures.

**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 for wireless network manufacturer. 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 and communications business that provided consulting, copywriting and corporate messaging services to Israel's leading international high-tech companies from sectors including telecommunications, CAD/CAM, digital printing, Internet and biometric technologies.

- Developed concepts and wrote creative copy for corporate and product brochures, websites 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.

**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 for this CAD/CAM software company; 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 website.
- 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.

**SKILLS & ASSOCIATIONS**

Speak English and Spanish fluently, French and Hebrew proficiently.  
Southeast Association of Facilitators, Kaizen-Muse Certified Creativity Coaches, Atlanta Writers Club, Society of Children's Writers and Illustrators, The Association of Writers and Writing Programs, Technology Association of Georgia.

**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 & Training (partial list)**

*Kaizen-Muse Facilitator Training, Atlanta, GA, 2009 – Facilitator Certification.*

*Kaizen-Muse Creativity Coach Training, Atlanta, GA, 2008 – Creativity Coaching Certification.*

*Lesley, Emory and Stanford Universities, 2008, 2006, 2003 – Creative non-fiction.*

*Renaissance Entrepreneurial Center, San Francisco, CA, 2005 – Business plan development.*

*Taos Institute of Art, Taos, New Mexico, 2003 – Abstract expressionism.*

*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*