

# Rosina Rothman

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I've turned ideas into national, retail brands, created websites for new brands and revamped existing brands. I've created ad campaigns, hosted and managed large scale events, designed trade show booths, advertising materials, press kits, and packaging materials and presentations. I also write creative copy, web content and social media campaigns.

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## WORK EXPERIENCE:

### **Gist Specialties** *January 2018 - January 2020*

Marketing Manager for a custom scenic fabrication company specializing in constructing large scale elements such as concert stages (such as EDC), theme park attractions and decor, unique architectural elements (such as the Bellagio Conservatory attraction), trade show exhibits, etc.

#### Highlights of accomplishments:

- Worked closely with sales team to create presentations, catalogs, website content.
- Managed all social media -- specialized in growing the owner's LinkedIn account to over 1,200 top connections throughout various industries (entertainment, architectural, casino, etc.)
- Designed various large scale graphic elements in Photoshop and Corel Draw for clients such as the Bellagio and Insomniac.
- Worked the large format printer (Roland) and software (VersaWorks) for vinyl, banner and other large format print products.

### **Millennium Fandom Bar** *2017 - Present*

#### Marketing and Event planning:

- Plan, coordinate and promote themed charity events several times a year for the bar. Most notable events:
  - Annual Harry Potter Yule Ball and Toy Drive: One of the most successful nights of the year for the bar and for the charities we support.
  - Pinup Extravaganza: Another very successful event featuring bands, dancing, vendors, raffles benefiting women's charities throughout Las Vegas.

### **3 Muses, LLC** *2002 - 2013*

Founder and Creative Director for tween brand, The Zodiac Girlz which started as an idea, then became a website which transformed into a retail property including a full line of dolls, toys and merchandise through licensing programs with KB Toys and other licensors.

#### Highlights of accomplishments:

- Raised large amounts of investment capital.
- Designed, attended and displayed brand at trade show booths at The International Licensing Expo and Toy Fair in New York.
- Designed and wrote advertising and marketing materials.
- Created logo, taglines and all introductory copy for the brand.
- Wrote all character bios, story lines, and presentations which set the "tone" for the brand.
- Wrote, designed and presented pitch campaigns including speaking at a large industry event with over 500 attendees.
- Worked closely with talent to create the website, established the "voice" of the Girlz and built a successful audience of of online tween viewers.

- Secured major toy license with retailer, KB Toys, for a full line of dolls and other toy products.
- Worked closely with an international doll and fashion designer to create our doll line.
- Worked with talent and/or created numerous print materials including packaging, inserts and in-store advertising.
- Designed and created the packaging for our second line of dolls.
- Secured animation contract with Canadian production company, Portfolio Entertainment.
- Negotiated licensing contracts.

**Consulting, Writing & Extracurricular Projects 2009-Present (examples):**

- [Sally the Shark](#): Wrote and co-illustrated a children's book and companion coloring book promoting kindness and acceptance. Sold on Amazon, Barnes and Noble and other online retailers. Read Sally on a book tour throughout Las Vegas and Los Angeles preschools and elementary schools.
- [Encino Parents Nursery School \(EPNS\)](#): Hosted, planned and managed large fundraising events for a Los Angeles school. Also designed all marketing materials including event signage, ads and website.
- [Retro Girl's Guide](#): A personal project based on a love for vintage and retro inspired glamour. Created blog, write copy, design, layout, interviews, maintain growing Facebook page, Twitter. Interviewed/co-hosted radio program, Vintage Life Radio.
- Rolling Boulder Films
  - *RAIDERS! The Story of the Greatest Fan Film Documentary*
  - Managed Kickstarter campaign and exceeded set goal of \$50,000.
  - Managed social media campaign and increased Facebook viewership by over 400%.
  - Designed advertising materials, PR pieces and printed props for filmshoot.
  - Published *Raiders: Storyboards* book.

**Modern Lounge Magazine 1999-2001**

Founder and Creator of a vintage-inspired, 4-color, printed lifestyle magazine, Modern Lounge.

Highlights of accomplishments:

- Gathered a team of talent (writers, photographers, stylists, illustrators, designers, models) to bring Modern Lounge's vision to life.
- Secured all advertising including local and national ad campaigns from sponsors such as Zippo Lighters, Lucky Strike and motion picture production companies.
- Wrote all media pieces such as press kits and sales materials.
- Conducted news interviews with magazines such as the Los Angeles Times, radio stations and broadcast channels such as CNN and Bravo!.
- Obtained national distribution.
- Modern Lounge was sold at all major bookstore retailers and newsstands with prime retail placement.
- Supervised and/or worked directly on every aspect of the magazine.

**Skills:**

Photoshop, Corel Draw, Graphic Design, Layout, Photo Retouching, Copywriting, Creative Writing, Ad Design, Wix Website Design, Versaworks software, Large format printing

**Social Media:**

Facebook, Instagram, LinkedIn, Twitter, Blogging, Pinterest

**Education:**

UNLV – Major: English  
1990-1994