

## **Roni Rudell - Social Marketing Alchemist**

A digital marketer with a specialty in social media marketing, Roni Rudell creates master strategies and creative concepts across all consumer touch points that connect target audiences to brands authentically.

If that sound like a firm description, it's hardly that. Most often, Roni's been called on to figure out how to do something that hasn't been done before.

And along the way, it's been an interesting journey.

The most recent leg of the journey, until February '08, had Roni spearheading the development of the interactive division of Sigg USA, makers of eco-friendly reusable water bottles, launching mysigg.com.

Starting with a sales base of zero, year one sales grew to 1.6 million. Marketing was focused on social networking, viral marketing, word of mouth grass roots programs, brand platforms and innovative online promotions, cross linking, SEO, SEM, and partnerships.

By Roni's departure, Sigg had been positioned as a leader in design and environmentally friendly communities. As well as being voted one of the top 50 innovative marketers of the year by AdAge.

Prior to Sigg, Roni spent six years as a marketing consultant for companies large and small both in the interactive and traditional space.

Along the way she was a keen participant in the onset of web 2.0, and it's coming dominance. Companies like Sony Pictures hired Roni to formulate a dynamic viral marketing campaign for the movie "The Forsaken," one of the very first viral campaigns in Hollywood.

At AOL, in 2002, she developed creative for interactive campaigns for some of the biggest brands in the world: Coca-Cola, Kodak, and GM.

Roni's platform "You write the caption" for Diet Coke is still a platform AOL uses for it's advertisers. The work once again was pioneering: some of the first to create internal platforms that could be sold to different sponsors or customized to a sponsor's needs – platforms that included some of the first user-generated content on the web.

Creative concepting was a big part of Roni's world post Y2K. A-Team, Red Peg, Fieldstone, and Alcone all hired Roni to develop concepts for brands like Unilever, Ford, SunRocket, Wild Turkey, Safeway, and others. Concepts were developed using event programs, cross-promotions, experiential marketing, retail marketing, sponsorships, and contests.

Interestingly the midst of all this controlled (and inspired) craziness, Roni's desire to always be on the cutting edge took her – of all places – back to school.

At NYU she continued to dive deep into the latest in buzz marketing, blogging, social networking, viral marketing, organic search optimization, paid search marketing, email marketing, online promotions, digital and internet strategy, and web analytics. NYU awarded her a certificate in digital marketing in 2007.

This supplemented an already rigorous education: a degree in Marketing from the University of Buffalo, and an MBA from the Lubin School of Business at PACE University, where she graduated Summa Cum Laude.

Other significant accomplishments over the past decade include:

- Responsibility for the development and execution of marketing strategies, campaigns, and promotions for all 150 retail Skechers stores. Roni especially worked with the e-commerce division to bring synergy to online and offline campaigns.
- For Pepsi, Roni helped develop and launch their worldwide music platform, years later still a major part of their marketing. She identified youth-oriented infiltration marketing opportunities such as Pepsi Live™, as well as creating, developing, managing, and executing the Pepsi International Video Music awards in ten different countries.
- At Fleishman Hilliard (NGT), Roni pioneered the development of partner relationships for an integrated marketing campaign for YFLY, a new teen-oriented social networking site. The integrated campaign launched with five online partners, and doubled registration during the promotion period.
- For Vans Shoes, was the lead Strategic Alliance Agent and directed Partnership Marketing for the Triple Crown Series in collaboration with Mountain Dew, Sony, Ford, Rolling Stone magazine, and G-Shock. The effort generated incremental revenue of \$16 million. In addition, Roni played the key role in integrating marketing efforts for Van's Global Alliance partners, subsequently analyzing and negotiating relationships in music, sports, and entertainment.
- From 1998 to the present, Roni has been the principal (and founder) of ONIT, inc. ONIT is literally on it – utilizing every up to the second consumer touch point and the accumulation of Roni's pioneering experiences to give marketers – especially in the Music, Sports, and Entertainment fields - the expertise they need to conceptualize, strategize, manage, and execute concepts, divisions, and programs.

For an even more complete list and description of accomplishments and capabilities, please visit <http://onitmarketing.com>. Roni can be reached at [ronirudell@onitmarketing.com](mailto:ronirudell@onitmarketing.com) and at (202) 258-0657.

