**Ellen Rudolph**

**MS Health Promotion, CHES**

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**CAREER OBJECTIVE**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Support a culture of wellness in a community, organization, or workplace, through the introduction and implementation of mind-body integrative health interventions, drawing on a wealth of professional skills and diverse experience as an award-winning, results-oriented, cross-organizational and cross-cultural team leader.

**EDUCATION**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Maryland University of Integrative Health | Laurel, MD** MS Health Promotion (August 2024),

**Received 2024 Excellence in Integrative Health Award**

**University of California | Irvine, CA** Post BaccalaureateCertificate in Spa & Hospitality Management (2008)

**Tokyo School of the Japanese Language | Tokyo, Japan** Advanced Diploma in Japanese

**Hampshire College | Amherst, MA** Bachelor of Arts: Photography & Film; Minor in Japanese Studies

**San Francisco Art Institute | San Francisco, CA** Junior Year Study - Photography & Film

**Hokusei Gakuen High School | Sapporo, Japan** High School Exchange Student

**PROFESSIONAL EXPERIENCE: CAREER HIGHLIGHTS**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Co-Founder & Marketing Director**

**ShoeTips--A Mindfulness Product Development Co. | Los Angeles, CA | November 2016 – December 2021**

* Researched the competitive landscape, drafted a business plan, and collaborated with 2 partners to develop, produce, and bring to market an intuitive, never-before-seen golf playing aid.
* Directed operations, marketing, and social media. Created broadcast and print media content. Created Amazon brand registry and e-commerce site.

**Creative Services/Field Producer/Marketing & Management Consultant**

**Los Angeles, CA | January 2012 - November 2016**

**Integrative Healthcare – Center Point Community Acupuncture**

* Developed relationships with hospitals, nonprofits, and healthcare organizations, increasing patient base by 20%, improving retention and awareness.
* Mentored and provided marketing and practice-building support to acupuncturist-owner.

**Hospitality**

* Developed branding strategies and produced events, promotional videos, digital, print, and email marketing content to deepen customer and community loyalty for a 30-year-old, iconic Venice establishment, as it transitioned from its original location to 2 new sites.
* Reinvigorated and promoted their live jazz program, launched a new website, and managed social media, Yelp, and Open Table platforms, increasing lunch and dinner traffic by 20%.

**Founder/Executive Director**

**Life Cycle Health Center | Sherman Oaks, CA | November 2008 - December 2011**

* Conceived and established an integrative cancer center based on complementary integrative health modalities, providing care and enhancing the well-being of cancer patients, their families, and caregivers.
* Created a management service organization (MSO) providing turn-key practice management and marketing services. Managed site selection and build-out, coordination with oncology physicians, patient relations, scheduling, billing, and insurance.
* Hired and managed a high-level team of licensed acupuncturists, massage therapists, and exercise instructors to provide evidence-based, holistic therapies: acupuncture, Chinese herbal medicine, nutrition, yoga, tai chi, qigong, and therapeutic massage.
* Executed a comprehensive marketing plan to build a growing practice, creating a website w/blog, brochures, e-newsletters, presentations to physicians, nurses, hospitals, and cancer organizations.

**President**

**Yo San University of Traditional Chinese Medicine | Los Angeles, CA | May 2004 - November 2007**

* Increased revenue year-over-year in all categories (clinic, enrollment, & fundraising). Boosted enrollment an average 27% each year and improved student retention.
* Led two successful reaccreditation processes and supported team efforts resulting in back-to-back 100% pass rates for the California Acupuncture Board Licensing Exam.
* Created a fund development growth plan, increasing fund-raising revenue, the base of support. Secured an initial $50K grant from the Unihealth Foundation.
* Revitalized management team, hired new staff, and strengthened infrastructure.
* Raised community awareness and strengthened strategic alliances with local medical practices, Being Alive (HIV-AIDS organization), Venice Family Clinic, and Premiere Oncology.

**Vice President, Marketing**

**MSGi Direct | Venice, CA | Jan 2000 - Oct 2001**

* Managed staff of 6, developed $5.1M in new business, and expanded business to under-served markets for the tele-fundraising division of a large, public, direct marketing firm serving the non-profit sector.

**Director of Operations & Strategic Planning**

**HBO | Los Angeles, CA | September 1996 - November 1998**

* Served as senior member of the film-programming group responsible for coordination with business affairs, legal affairs, finance, on-air research & promotions, print advertising, media relations, production, scheduling, and HR, reporting to HBO's Pictures' President.
* Contributed to continued successful branding of HBO as TV's preeminent original movie division, sustaining its 6-year EMMY AWARD "Best-Made-For-TV-Movie" sweep. Earned the highest ratings in cable, rivaling those of network TV.
* Revamped development and department budget processes, containing costs and improving budget projections and tracking.
* Initiated dialogue with filmmakers and established subscriber follow-up research, enhancing marketing campaign effectiveness and artistic relations.

**Senior Marketing Director**

**Cosmo Public Relations, Japan's Oldest PR Firm | Tokyo, Japan | February 1992 - December 1994**

* Responsible for business development with foreign firms. Developed and executed newsletters and presentations for multinational companies entering the Japanese market, increasing awareness of Cosmo's historic and sustained business and government relationships.
* Led the successful launch of a retail store in New York City for Japan's oldest traditional confectioner, *Toraya*, providing account management and creative support.

**Associate Producer**

**The Metropolitan Opera | New York, NY | April 1987 - December 1989**

* Earned PRIMETIME EMMY AWARD for *Aida.*
* Provided on-site management to MET Broadcast Department on behalf of off-site Executive Producer, now General Manager, Peter Gelb.
* Coordinated telecast production with all internal departments: technical, stage management, artistic relations, house management, finance (budgets, payments & residuals), and development.
* Developed and implemented department and production budgets (avg $750K/telecast) and line-produced 9 full-length opera telecasts and a gala Pavarotti recital for live (foreign) and PBS broadcast.
* Fulfilled a 12-opera laser disc package for Deutsche Grammophon.
* Implemented and oversaw series' print advertising, on-air promotions, intermission features, host introductions, and post-production.

**Agency Producer**

**Ogilvy & Mather Inc. | New York, NY | January 1985 - December 1986**

* Produced creative, boundary-breaking TV commercials for national brands: Dove Soap (Lever Bros.), Kotex (Kimberly Clark), Best Foods, Pepperidge Farms, and Hardees.

**Freelance Photojournalist**

**Hong Kong 1981-84 I Tokyo 1989-94**

* Photo assignments for the New York Times, International Herald Tribune, Cathay Pacific Airways Magazine, Media Magazine (Hong Kong), and others.

**HONORS/ACTIVITIES/WEBSITE**

* 2024 Excellence in Integrative Health Award – Maryland University of Integrative Health
* 1989-1990 PRIMETIME EMMY AWARD - *Aida*, The Metropolitan Opera Presents, PBS, Outstanding Classical Program in The Performing Arts - Associate Producer
* 2013-2016 Member, Clinical Committee, USC Institute for Integrative Health
* shoetipsgolf.com