

Resume

Reuben Paul Bell III
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EDUCATION:

Bryn Athyn College of the New Church
B.A. English Literature, 1998

Bryn Athyn, PA

EXPERIENCE:

Blue Elephant Events and Catering
President/Owner

Saco, ME
August 2007-present

Templeton Foundation Press
Sales and Marketing Manager
Manager, Templeton Publishing Subsidy Program

West Conshohocken, PA
November 2005-May 2007

- Created and managed the marketing and promotion of bi-annual publishing schedule.
- Primary liaison between domestic and foreign book distribution companies and the publishing house, managing marketing schedules and promotional efforts in foreign territories.
- Coordinated and attended 12-15 annual trade shows, meetings and exhibits in the US and Europe per year.
- Created and managed direct mail campaigns for individual titles, and specialized book collections.
- Wrote marketing copy for press releases, direct mail pieces, book jackets, and other media purposes.
- Grant Manager: Templeton Publishing Subsidy Program, an online grant-giving program for small publishers. This included managing the creation of the website, and evaluating all submissions to the program.
- Wrote grant applications and managed multiple marketing-related grants to the Press.

Glencairn Museum
Events & Public Relations Coordinator

Bryn Athyn, PA
July 2000 – November 2005

- Coordinated all aspects of cultural events schedule for suburban art museum. Included intensive work with performers, caterers, media contacts, and other related professionals.

- Responsible for planning and maintaining museum events schedule, including social, cultural and academic events.
- Created and executed marketing plans for museum in general and targeted areas specifically, including tour programs, special events, gallery openings, the launch of a museum gift shop, special exhibits, etc.
- Founded and chaired the committee to create and open a museum gift shop stocked exclusively with items that specifically supported the mission of the museum.
- Coordinated production and printing of bi-annual events brochures, membership, fundraising, and museum brochures, as well as individual direct mail pieces, posters, and other marketing materials.
- Wrote marketing copy for press releases, brochures, advertisements, website and other press materials for the museum.
- Trained and coordinated volunteer and paid museum staff in a variety of positions, including event staff, security desk staff, front desk/reception staff, summer student educational programming staff, and others.
- Assisted with the Museum's quarterly newsletter: writing, proofreading, photographs, etc.
- Acted as press and media liaison for the museum.

Cairwood Mansion

Event Staff

Bryn Athyn, PA

Assistant Manager

Fall 1996-Spring 1998

Marketing Committee: Member

Spring 1998-Spring 2002

- Acted as facility representative during wedding receptions, social events, corporate events, etc.
- Worked with social and corporate clients to book the use of the facility for private events. This included contract work, intensive interaction with both clients and vendors (caterers, florists, photographers, musicians, etc.) to ensure the success of each event.
- Coordinated and managed weekly open houses to allow clients and vendors an opportunity to use the facility as meeting place.
- Active member of Cairwood marketing committee, which oversaw the 100% increase of rental revenue in 12 months by creating a lasting presence in the Philadelphia area using print, website, and paid advertising to promote the facility and create a indelible impression of the facility in the Philadelphia event market.

OTHER:

Institute for Family Owned Business

Board Member

Portland, ME

2017-present

Biddeford Saco Chamber of Commerce

Board Member

Saco, ME

2012-2017

Vice Chair

2013

Board Chair	2014
Secretary	2016
President	2017

<i>Saco Spirit</i>	Saco, ME
Board Member	2007-2009
Promotions Committee co-chair	2008
Vice President	2009

<i>Temenos Retreat Center</i>	West Chester, PA
	2003-2005

<i>Glencairn Museum</i>	
Building Caretaker	September 2001-May 2005
Served as live-in building caretaker for the museum and historic home for 3 ½ years. Duties included working closely with campus security and local police to insure the safety and integrity of the building and art collections.	