

**Tom Rubenoff**  
**c/o Rubenoff**  
**PO Box 534**  
**Brookline, MA 02446**

[tomr@rubecom.us](mailto:tomr@rubecom.us)

### **Introduction:**

My most valuable asset is the ability to grow business through uncommon resourcefulness and creativity. I also offer strong communications, sales, leadership and diplomatic skills.

### **Jobs:**

***Eye On Life Online Magazine, Senior Poetry Editor, 2009-Present:*** Edit and publish poems, report on poetry events, advertise and promote the magazine.

As Senior Poetry Editor I have had the pleasure of developing writer/editor relationships with many excellent poets by making sure they are happy with the way their work is displayed online. In the beginning I solicited poetry through Craigslist, but since I listed Eye On Life in The Poetry Market we are getting a fair amount of submissions without solicitation. By choosing to publish only the best quality poetry, I have been able to attract increasingly accomplished and talented poets to publish their work at Eye On Life. Through my development of the Eye On Life Poetry Contest and because of the referrals of the poets we publish, traffic continues to grow.

It was a personal treat to cover the National Poetry Slam this year. Also it was extremely convenient since it was held in Boston.

### **Self Published Online Writer, 2008-Present:**

I used to submit poems and short fiction to magazines, but since online self-publishing became prevalent I found it much easier and more gratifying to simply post my work online. As a producer of online content, some of my online articles have been viewed half a million times.

I enhance my stats by blogging assiduously and using social networks to steer visitors to my work.

**Security Lock Distributors (SLD), 1997 to Present:** Sales, Technical Writing, some Supervisory

As a new hire I met the challenges of learning software, product and customer with enthusiasm and resourcefulness and quickly accelerated to the #3 spot in Sales. In addition to the techniques of rewarding quantity purchases with increased discounts and providing excellent customer service, some of the tools I used to get to this high position were:

- Working with our customers to get them into the Internet door hardware sales business, thereby making our stock available to a whole new range of customers
- Branding myself as “The Hardware Weasel, ferreting out that hard-to-find-hardware for you” - humor is a great tool for building a following
- Writing little poems on order acknowledgments to communicate whether a product was shipping that same day or had to be factory ordered
- Following through with Purchasing, Management, Accounts Payable or Whomever to make sure that, as a company, we cared for each order in the best possible way

When a centralized information resource was called for, I created an informational, triple indexed intranet site that I continue to maintain.

Emerging as a sales leader, I was selected to become one of four sales team leaders. In response, I developed “The A-Team”, using graphics to make customer and employee communications more entertaining, and published a newsletter to alert customers about team member availability or special offers. Because of my leadership, the A-Team was the only team to survive the team program.

As with many companies, our UNIX based order entry software became overburdened by our needs. When we made the transfer to new software, I created a task force of temporary workers to write product descriptions for half a million part numbers so as to make the database capable of interface with our new e-commerce site. Most of these descriptions continue to be used on the company’s e-commerce site today.

When the SLD e-commerce site went online in 2008, I was chosen first to process orders, then to develop a team of salespeople to make sure that all orders placed with SLD over the Internet were handled with the same personal care as orders placed by phone. As the SLD Internet business thrived, I developed more efficient procedures to deal with the volume and methods to make sure national accounts were serviced by their designated reps.

### **Beacon Hill Locksmith Service, 1986-1997, Sole Proprietor**

I was a locksmith who owned and ran a locksmith service business.

## **Skills**

In addition to sales, interpersonal, communication, leadership and creative skills, I am also a skilled computer user with some html capabilities and a command of a wide variety of software. I have some artistic ability and good mechanical aptitude.

## **Education**

Bachelor of Science in Technical Communications at Northeastern University

## **Hobbies**

I enjoy cycling and participate annually in biking fundraisers for the National Multiple Sclerosis Society and American Diabetes Association. I also enjoy hiking and snowshoeing. I like to take pictures with my point-and-shoot camera. As a trombone player I am actually a draw for Friday night services at my temple.