

# Isis-Rae Goulbourne

New York City Metropolitan Area

[isisrae@gmail.com](mailto:isisrae@gmail.com)

[linkedin.com/in/igoulbourne](https://www.linkedin.com/in/igoulbourne)

## Summary

I am a visionary strategist, community builder, and founder driven by a deep commitment to empowering entrepreneurs and fostering vibrant ecosystems. With a wealth of experience in strategic alignment, marketing and communications consultation, workshop development, and event planning and facilitation, I have a proven track record of unlocking innovation and driving impactful results.

My passion for creating meaningful connections and sharing inspiring stories has made me a sought-after marketing executive and trusted partner for organizations looking to drive success.

Let's connect to explore collaboration opportunities and join me in shaping the future of community building.

## Experience

### Restaurant Owner

#### 4th Quarter

Dec 2023 - Present (1 month)

A unique dining experience in Stamford, I am the proud Owner of 4th Quarter, a holiday-themed pop-up restaurant at the Stamford Town Center. With a passion for creating memorable moments and a commitment to building community, 4th Quarter is not just a dining space; it's an immersive exploration of festive delights. Join me on this exciting venture, where every dish tells a story, and every visit is a celebration!

[www.4thquarterct.com](http://www.4thquarterct.com)

### Business Advisor

#### WE RULE

May 2023 - Present (8 months)

As an advisor in the We Rule network, my primary focus is to provide guidance, support, and mentorship to individuals seeking assistance across various areas. Leveraging my expertise and experience, I offer valuable insights, advice, and recommendations to help founders overcome challenges and achieve their goals. I specialize in the following key areas:

1. Narrowing down brand identity and go-to-market strategy: Defining a compelling brand identity that sets you apart from the competition.
2. Developing ideas and taking them to the next step: Transforming ideas into actionable plans.
3. Building momentum and community: Creating support networks and increasing engagement with target audiences.
4. Becoming a connector and tapping into new markets and communities.

Learn more and find me here: <https://we-rule.com/book-advisor/isis-rae>



## **Chief Marketing Officer (CMO) and Head of Events**

### **Realist Lab**

Mar 2023 - Present (10 months)

Realist Lab is an innovative non-profit organization dedicated to empowering founders and driving entrepreneurial success. As a dynamic ecosystem, Realist Lab offers a range of programs and resources tailored to support underfunded and under-resourced businesses.

----

At Realist I work to oversee all marketing, communications, and events providing guidance and direction in areas such as digital marketing, content creation, social media management, and public relations. I work to develop and implement comprehensive marketing strategies and initiatives to promote Realist Lab's mission, programs, and services.

I enhance the organization's reputation and visibility driving engagement and attracting entrepreneurs and stakeholders to participate in Realist Lab's programs and initiatives.



## **Head of Events and Community**

### **The Stamford Partnership**

May 2022 - Present (1 year 8 months)

The Stamford Partnership is the region's preeminent economic and community development organization. We bring people, companies, governments, and nonprofits together to reimagine our shared future. Partnership programs include Stamford Innovation Week (New England's largest innovation festival), TechHub (accelerating the Data and Analytics and Cybersecurity Industries), Regional Sector Partners (C-suite network for data-dependent, tech-enabled companies), among many others.

---

As the Head of Events and Community at The Stamford Partnership, my role is pivotal in driving economic growth and cultivating a vibrant community in the region. With a strong focus on community engagement, I ensure that our events and programs foster inclusivity and create a sense of belonging among participants.

In addition to organizing various initiatives and programs, I also oversee all outreach and digital marketing efforts. Through targeted campaigns, we connect with individuals, businesses, government entities, and nonprofits, inviting them to join us in reimagining our shared future.



## **Founder**

### **The City Events Group**

Mar 2021 - Present (2 years 10 months)

As founder of City Events, I lead a team to curate and share all events happening in Stamford, Norwalk, and Greenwich, CT. Our mission is to connect humans with humans and experiences on a hyper-local basis.

## **Founder**

### Little Black Boutique

Aug 2018 - Jan 2023 (4 years 6 months)

A mindful marketplace for the intentional shopper, LBB is a collection of all black items to help you reach your higher self. What started as a side project has bloomed into a meaningful way to reimagine what black means to both the individual, and our society as a whole.

[www.littleblack.boutique](http://www.littleblack.boutique)

## **UX/Product/Design Talent Acquisition**

### Academy UX

Dec 2021 - Oct 2022 (11 months)

At Academy, we bring together some of the world's biggest tech names (Google, Airbnb, Amazon, etc.) with the best of the best full-time, and contract-based, creative talent to design amazing products, services, and experiences.

My work with Academy focuses on building a community of human-centered creatives looking to create cool things, and to match them with projects where they can do just that.

## **Founder & Chief Executive Officer**

### DEUIT

Feb 2020 - Oct 2022 (2 years 9 months)

DEUIT is an innovation design agency based in New York City. We help organizations navigate change and bring on a new culture of innovation by solving using design to solve problems. We also develop individual creativity via coaching and mentorship. Using design thinking, we foster positive growth mindsets that break old habits and usher in the new.

## **UX Consultant**

### GLAMSQUAD

Aug 2019 - Aug 2019 (1 month)

Glamsquad's business is growing at a fast pace but their bridal business has not been performing as well as they'd like. I was part of a team brought on to uncover the reason for the stagnation and redesign the bridal page in order to increase sales for 2020.

## **Senior Director Marketing Communications & Public Outreach**

### Tomae

2016 - 2018 (2 years)

In 2016 I relocated to Kingston, Jamaica where I ventured to grow a start-up with the goal of controlling environmental emissions on the island. TOMAE's mission was to positively impact the carbon footprint of the region by regulating the emissions of modes of transportation traveling via land, sea, and air.

In this role, I developed and created marketing content, materials, and communications to support new company brand identity, including managing external partners and contractor relationships.



## **Senior Manager, Membership, Marketing & Communications**

### **GAMA Global**

2014 - 2016 (2 years)

GAMA International is a non-profit association that fosters the professional development needs and leadership skills of first-line and front-line leaders in the insurance, investment, and financial services industry. Providing its members with research-based, world-class education and training resources; GAMA acts as a neutral venue. The organization allows its members to network with peers and offers exclusive opportunities for professional growth and award recognition to leaders who achieve standards of excellence.

- Led the creative conceptualization and production of print and digital marketing copy, collateral, sales, and recruitment materials of a \$6.5M organization while also managing an individual membership program valued at \$1.5M in revenue
- Strategically led traditional, digital, inbound, and other content marketing initiatives to increase lead generation, sales, engagement, and awareness
- Developed creative assets and brand communications for the annual conference which represented 37% of the organization's annual revenue



## **Senior Account Executive / Ad Sales Team Lead**

### **Viamedia**

2011 - 2014 (3 years)

Viamedia is the largest independent cable TV ad management company for local, regional and national advertising, programmatic and ad tech solutions in the United States. The company currently has more than 12,000 active and prospective advertisers nationwide.

- Sold advertising both for TV and online, including SEM/SEO and other videos/digital products
- Conceptualized and present sales proposals to prospective agencies and clients with custom campaigns to best suit their needs
- Maintained an 80% client retention rate and consistently exceeded sales quotas by more than 30% by pursuing leads and meeting with five to 15 new prospects per week
- Performed day-to-day management and maintenance of accounts
- Trained new hires on company products and procedures and assist Account Executives with proposals and reports as needed



## **Sales And Marketing Specialist**

### **Washington Nationals**

2007 - 2011 (4 years)

The Washington Nationals are a professional baseball team based in Washington, D.C. The Nationals compete in Major League Baseball as a member club of the National League East division.

- Prepared presentations for potential Corporate Partners and Suite Holders of company assets.
- Worked on the planning and execution of sponsorship events held both onsite and away from the Nationals Park making sure client expectations were met and events ran as planned.
- Reviewed and summarized reports and contracts; prepared background documents as necessary.

- Maintained appointment schedules and calendars; arranged meetings, conferences and travel.



## **Sales Planner**

Discovery Inc

2005 - 2007 (2 years)

## **Education**



### **Howard University**

BBA, International Business

2001 - 2005

International Business



### **General Assembly**

Certification UX Design Immersive, UX Design

2019 - 2019

UX Certification, User Experience Design Course

- User Testing
- Sketch
- InVision
- Visual Design
- Wireframing & Prototyping
- User Research
- Optimizing Usability

## **Skills**

Business Ownership • Marketing • Social Media Marketing • Sponsorship • Sales • Social Media • Marketing Strategy • SEO • Proposal Writing • Advertising