



RINA FOSTER

Director of Client Services

Professional Experience

As head of client services at MassMedia, Rina is responsible for leading integrated account teams in the development of strategies that answer client business challenges. By applying the right mix of services, Rina is able to deliver compelling experiences that achieve client goals and objectives, while driving client revenue.

An accomplished thought leader, Rina brings over a decade of integrated marketing and management expertise. Her in-depth knowledge in strategic planning, brand strategy and management, content strategy, public relations, paid media and digital marketing allow her to seamlessly connect-the-dots and drive integration amongst teams and marketing solutions for clients. Rina's experience includes working with both consumer and business-to-business clients; considered purchase, durable goods, home and shelter, insurance, gaming and food and beverage.

Education

- B.A., Journalism and Mass Communication; Emphasis in Public Relations, Drake University

Previous and Current Client List

- Smart City Networks
- Davita
- Pella Windows & Doors
- The HON Company
- Michelin North America
- LG Appliances

Awards and Recognition

- 2016 American Marketing Association NOVA Award Public Relations, Pella Windows & Doors at Consumer Electronics Show
- 2016 American Marketing Association NOVA Award Marketing Communications, Pella Windows & Doors Navy Seal Veterans Day Campaign