

Robert D Allen, MBA

Portfolio at RDAMBA.com

GitHub at GitHub.com/RobertDAllen

Bellevue, WA 98004

512-666-7539

Contact@RobertDAllen.com

LinkedIn.com/in/RobertDAllenMBA

Detail-oriented technical marketing expert & incorrigible optimist,
I believe anything can be accomplished with enough determination and coffee.

WORK EXPERIENCE

Email Developer

Holland America Line – Seattle, WA – Nov 2019 to May 2020

As the most technical member of the team I was tasked with developing new interactive HTML5 elements for email. I also reduced email build time by 85%, from 2 hours to 15 minutes, by creating an Excel-based email code generator.

Marketing Manager

Amazon – Seattle, WA – Nov 2018 to Oct 2019

“This is the most extensive marketing we have ever done.” - My skip level describing my activities

Key for Garage: In my first six months at Amazon I launched the most successful Key Team line of business to date, being both a D-Team goal and Flagship goal.

The Key for Garage launch was handed to me in March and I was given free reign to generate our marketing strategy, work with sales and marketing teams on copy and branding, the design team to build our visual assets, and POCs across Amazon to secure high conversion ad slots. With a list of 16 onsite placements including the most exclusive banner on Amazon, my skip level described my activities as *“the most extensive marketing we have ever done.”*

Our two week launch achieved 20% of the annual sales stretch goal for our entire business group, inducing our Director to designate Key for Garage our new flagship product.

Key for Business: When Key for Business launched I was picked to administer the B2B nurture campaigns via Marketo. Working with leadership on strategy and marketing on copy, we were able to iterate successfully and achieve an unbelievable **70% open rate and 44% click-to-open rate**. Our email marketing campaign was effective enough to justify a major capital expenditure on retaining an email marketing agency to expand our initiative nationwide.

Email Marketing Manager

Campus Advantage – Austin, TX – Sep 2017 to Oct 2018

Direct Reports: 2

My primary responsibility was managing the email system for all 65 clients, ensuring quality content across the portfolio. Our campaign reporting process took 12hrs/wk, which I automated entirely.

By tokenizing all 65 email accounts my direct reports became 25% faster and our error rate dropped by nearly 100%.

For our server migration project I handled scoping, stakeholder buy-in, and staff training to move over 100 live client and corporate websites. This project saved the company over \$50,000 per year.

To streamline the hundreds of monthly landing pages I instituted simple processes for my direct reports to use, cutting our error rate by 100%.

As part of my continuous improvement initiative I brought KPI reporting into team meetings, driving cross-functional engagement for funnel improvements and value-add ideation.

Technical Program Manager

Splash Mktg – Austin, TX – Jul 2015 to Sep 2017

Direct Reports: 6

EDUCATION

Master of Business Administration - Rochester Institute of Technology – Rochester, NY

Concentrations in Product Commercialization and Technology Management.

Lean Six Sigma Yellow Belt - Rochester Institute of Technology – Rochester, NY