

Lindsey Allard

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PROFESSIONAL EXPERIENCE

COFFEE DIGITAL, New York, NY

October 2015 - Present

New York City based start up that focuses on reimagining digital experiences. Clients include Diageo, Cadillac, Medtronic, GMC, Crowne Plaza, Showtime, New York Life, Travel Alberta, Lifetime, Bebe and Oppenheimer Funds.

Product Manager

- Create innovative products within agile framework for clients within digital platforms such as Virtual Reality, Augmented Reality, Biometrics, and CGI
- Hired as the fifth employee for a company that has grown to be a 53-person agency
- Manage communication between the project stakeholders and agile team to ensure objectives are met and delivered on time
- Participate in meetings with SVP and VP level brand managers
- Determine product vision based on stakeholder goals
- Manage experienced team of developers, QA engineers, designers and data scientists, both on-shore and off-shore
- Respond to RFPs with innovation-based digital, mobile, and social solutions
- Responsible for end-to-end service delivery on large projects in a fast-paced environment
- Successfully build and manage campaigns across various web-based and app-based platforms
- Conduct A/B, usability and focus group testing on digital creatives
- Created an education budget for coding platforms for fellow Product Managers and interns to gain technical proficiency
- Managed, trained and developed product management interns
- Case studies:
 - COFFEE developed a fully immersive biometric activation for Oppenheimer Funds to help generate the first ever Optimist Index - a personal report on each potential investor. The Optimist Index reports are shared with financial advisors to ensure advisors suggest funds that fit the investor's risk. [Link](#)
 - Ketel One Virtual Reality provides consumers the ability to discover the home distillery of Ketel One during its 325th anniversary. By using a combination of 360° video and CGI animation, consumers can step behind the bar and make a signature cocktail through an immersive VR experience. [Link](#)
 - Lifetime Entertainment Networks wanted to increase excitement surrounding the Lizzie Borden chronicles. "Lizzie's Next Victim" connected to the user's Facebook and location via Facebook Graph API and Geocoding API, respectively. The socialgration experience generated over 400,000 unique users with an average of 3.5 minutes per session life and a 28% share rate. [Link](#)
 - Travel Alberta was looking for a way to reach a younger, digital savvy audience to promote tourism in Alberta, Canada. COFFEE developed a virtual exploration that leveraged 360° gyroscopic ad units, inviting customers to join in on a digital adventure. The display ad generated .57% CTR throughout the 2-month campaign. [Link](#)

THE STRATEGIC AGENCY, New York, NY

The Strategic Agency is an innovative sport, lifestyle, and entertainment marketing agency specializing in strategy, activation & execution for top brands.

Account Executive

June 2015 - October 2015

- Member of the Under Armour, Constellation and New York Life accounts
- Manage weekly status meetings with both retainer clients
- Calculate brand valuation for Constellation sponsorship portfolio
- Oversight of Constellation's partnership with the National Hockey League, which marked the first major partnership between an energy service provider and a sports league focusing on energy issues and sustainability
- Developed recaps of Under Armour key initiatives displaying project development, execution, deliverables and analysis
- Fulfill client sponsorship contracts with professional sport teams by managing various terms
- Build presentations conveying new strategic and marketing concepts for current and prospective clients
- Refresh agency new business materials including case studies and GP

THE MADISON SQUARE GARDEN COMPANY, New York, NY

Group Sales Specialist

June 2014 - June 2015

- Total revenue generated \$1,472,719
- Promoted from Inside Sales after six months of leading the team in revenue production
- Actively engaged in prospective corporate client outreach with the goal of creating new business across all Madison Square Garden's sports properties.
- Focused primarily on corporate hospitality products such as lounges, suites and group outings.
- Identified unique opportunities to leverage brand and business assets by creating strategies to deliver increased revenue
- Selected to participate in Madison Square Garden mentorship program as a mentor for new employees in the Inside Sales department
- Exceeded all goals set by management

EDUCATION

GEORGE WASHINGTON UNIVERSITY

2016 - 2018 (Expected)

Part-Time MBA Candidate; Concentration in Global Management

DARTMOUTH COLLEGE

2010 - 2014

Bachelor of Arts; Major in Psychology, Minor in English

ACTIVITIES & LEADERSHIP

DARTMOUTH WOMEN'S DIVISION 1 VARSITY LACROSSE TEAM, Hanover, NH

2010 - 2014

Athlete

- NCAA Div. 1 appearances: Tournament ('11, '12, '13); Ivy League Champions ('11); Ivy League Tournament Champion ('12).
- Commit 30+ hours to practice, workouts and film each week. Gained valuable skills that allow me to thrive in high-pressure situations.
- Learned and practiced leadership, dedication and teamwork skills.

SKILLS

- Proficient in Atlantisian JIRA, Microsoft Projects, Google Analytics, Asana, Microsoft CRM, Microsoft PowerPoint, Microsoft Excel, Salesforce & Insightly