

# Lindsey E. Allard

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## 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 projects with an experienced team of developers, QA engineers, designers and data scientists, both on-shore and off-shore.
- 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 creative.
- Created an education budget for coding platforms for fellow Product Managers and interns to gain technical proficiency.
- Manage, train and develop product management interns.
- Case studies:
  - Coffee Labs 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 325<sup>th</sup> 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

June 2015 - October 2015

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

#### Account Executive

- Respond to RFPs with innovation-based digital, mobile, and social solutions.
- Built presentations conveying new strategic and marketing concepts for current and prospective clients.
- Managed weekly status meetings with all retainer clients.
- Calculated brand valuation for client's sponsorship portfolio.
- Oversaw 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.

### The Madison Square Garden Company, New York, NY

June 2014 - June 2015

#### Group Sales Specialist

- Generated \$1.5M in total revenue during my tenure at the Garden.
- 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 properties.
- Focused on selling corporate hospitality products such as lounges, suites and group outings.
- Selected to participate in Madison Square Garden mentorship program as a mentor for new employees in the Inside Sales department.

## Education

### Dartmouth College

2010 - 2014

Bachelor of Arts; Psychology & English

- Division 1 Varsity Lacrosse Athlete: 3x NCAA Div. 1 tournament appearances; 2x Ivy League Champion; 2x Ivy Tournament Champion.

### George Washington University

2016 - 2018 (Expected)

Part-Time MBA Candidate; Concentration in Global Management

### General Assembly

2017

Participated in two 10-week courses focusing on HTML, CSS, Responsive Design, JavaScript, jQuery and APIs.

## SKILLS

- |                    |                   |          |              |                     |                |
|--------------------|-------------------|----------|--------------|---------------------|----------------|
| • JIRA             | • Asana           | • Web    | • HTML       | • Responsive Design | • DOM          |
| • Agile/Scrum      | • CRM/Insightly   | • Mobile | • CSS        | • SQL/noSQL         | • jQuery       |
| • Waterfall        | • Microsoft Suite | • SaaS   | • JavaScript | • JSON/XML          | • Prototyping  |
| • Google Analytics | • Salesforce      | • APIs   | • GitHub     | • AJAX              | • Road mapping |