

# Robert D Allen, MBA

Portfolio at [RobertDAllen.com](http://RobertDAllen.com)

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Renaissance man & incorrigible optimist,  
I believe anything can be accomplished with enough determination and coffee.

## WORK EXPERIENCE

### Marketing Manager / Email Developer

*Amazon – Seattle, WA – Nov 2018 to present*

**Marketing:** 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. I generated our marketing strategy, working with sales and marketing teams on copy and branding. With a combined list of 25 onsite placements including the most exclusive banner on Amazon, my skip level described my activities as "the most extensive marketing we have ever done." As for performance, our two week launch achieved 20% of our entire business group's annual sales goal, inducing our Director to designate my LoB to become our new flagship product.

**Email:** I administer the Key for Business B2B nurture campaign via Marketo. This process involves developing strategy with Sales and Marketing, coordinating copy writers and designers, then building the final product in HTML/CSS, testing for compatibility, crafting the program logic, and reporting to leadership after launch. Our highest Click-to-Open rate so far is 44%.

### Front End Developer

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

**Email:** I managed the email marketing system for 65 clients, created unique emails in HTML/CSS, and did QA for all browsers via Litmus. I built out systems to automate campaign reporting saving 12hrs/wk and tokenized all 65 accounts saving another 8hrs/wk.

**Technical:** As technical lead for our server migration project, I handled scoping, stakeholder buy-in, and staff training to move over 100 active websites. This dramatically improved performance and reliability of our managed websites while cutting hosting costs by over \$50,000/yr.

**Web:** Every email sent required a custom landing page, designed by the design team, which I built custom in HTML/CSS. To streamline the hundreds of monthly landing pages I instituted simple processes for my direct reports to use, cutting our rework rate to 0% within 2 weeks. I also reported on KPIs, funnel improvements, and built all new template pages.

### Front End Developer

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

This was an agency. I managed 6 staff and wore many hats including Project Manager and Product Manager. My role was split (20/80) turning nontechnical requests into spec sheets / project plans and then leading development thereof.

### Front End Developer

*Fragomen Global – San Francisco, CA – Jun 2014 to Jul 2015*

This is the largest immigration law firm in the world. I worked on the main site in Drupal and was responsible for building and maintaining all WordPress microsites, including integrations and localization methods.

## EDUCATION

### Master of Business Administration

*Rochester Institute of Technology – Rochester, NY*

Triple concentrations in Technology Management, Product Commercialization, and Entrepreneurship.

## CERTIFICATIONS

### Lean Six Sigma Yellow Belt

*Rochester Institute of Technology – Rochester, NY*

## TOOLS & SOFTWARE

**Code:** CSS, HTML, JavaScript, SQL, XML

**Project Management:** MS Project, Trello, Asana

**Email:** Marketo, Litmus, BeePro, A/B testing, Sonar, Act-On, MailChimp, Constant Contact

**Content:** Sota A+, Symphony, WordPress, Drupal

**Other:** Google Analytics, Adobe Creative Suite, Personas, User Testing, Process Maps, User Flows