Bio

Kathryn Allen is currently working as a national remote scheduler for the Digital Operations and Digital Live Data teams for OUTFRONT Media. She specializes in advanced digital operational setup including dynamic advertising campaigns and transit specializations such as content in NY Metro Transit Authority, Metro Boston Transit Authority and other station specific executions. Her team supports millions in digital ad sales annually, trending each year to surpass the previous.

Digital Operations is based out of Spokane, WA and is responsible for static and dynamic content on billboards and outdoor displays nationally. She is very fortunate to have a close working relationship with her team in a remote setting: this requires high levels of organization, utilization of tools and resources and excellent communication skills. She has currently relocated to the Kansas City area, by way of Atlanta: the market that curated her creative and professional skillsets. Even though she works remotely with teammates based out of another market, she is the “top of the pack” and sets the tone for communication and expectations within her team. She is very fortunate to work with a great team and strong leadership that allowed her to secure this remote position. Kathryn has great initiatives for digital growth and looks forward to fantastic achievements in 2018.

She is currently taking a full stack web developer program and is excited about the future potential she has with digital signage technology.

Kathryn enjoys her job and appreciates the path that has led her thus far. After earning a BFA in Digital Media Production in 2005, Kathryn began freelancing for various entertainment projects as a production assistant. After a short stint as a contractor for Turner Studios in 2007 as the Scenic Services Assistant, she became the Senior Coordinator for the Turner Creative Production Group. CPG is a full service, in-house, print and digital production team that services Turner Corporate and all entities including tbs, TCM, TNT, truTV, Cartoon Network, Adult Swim, Turner Sports, CNN and HLN. In this role, she has proven her aptitude as a leader in a fast paced workflow.

She was promoted to Digital Signage Operations Manager in 2009 for Turner's digital signage inventory in Atlanta and New York. Attention to detail and organization is vital for publishing content that is seen by millions of people daily. She was responsible for signage maintenance and content management for all 10 of Turner's networks. While providing specialized support to each network, she also consulted digital content

Strategies while curating client relationships and expectations.