



DENNY ALLEN

Management/Sales/Marketing

PROFILE

After completing my degree in 1993, I began a career in the automotive field as a salesperson then store manager. I worked my way from a store manager to the #3 person in the company hierarchy.

With my extensive automotive knowledge and computer background, I was asked to take control of Tirecrawler.com, and develop it. Under my direction the website reached 3 million dollars in sales annually.

As a seller in my current organization, my business units have records for largest sale, biggest month, and most units sold.

CONTACT

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HOBBIES

Guitar/Music
Computers
Gardening
Cooking

EDUCATION

Colorado State University
BS Business Administration 1993

Cal State Fullerton
Digital Marketing 2017

WORK EXPERIENCE

Allen Tire Company, District Manger

Oversee 100+ employees – Work with store managers on various employee issues including payroll, discipline, training, quality control.

Technician Training – TIA certified trainer. Trained staff using TIA materials on proper vehicle lifting, tire mounting and balancing, repair methods, TPMS, OSHA requirements, in addition to other topics.

Scheduling for Staff – Oversaw company schedule of 100+ employees to ensuring proper staffing.

Hiring and Recruiting – Worked alongside HR to recruit, interview, and hire new applicants.

Inventory Control – Evaluated inventory of 17 store chain to reset and adjust stocking levels resulting in lowered inventory expense.

Sales Training – Trained and mentored sales staff resulting in 12 store managers.

IT Support – Assisted staff with IT issues.
8/1/20 – Present
2003-2009

TireCrawler.com, Director
2009 – 2020

Content Creation – Responsible for new product deployment on site.

Blog – wrote and contracted blog posts for website to ensure evergreen and original content.

Website UX – Worked directly with website programmer on site useability and function. Oversaw original website design, in addition to several refreshes of website.

Management of Adwords Account – Interviewed, evaluated, and selected Ecommerce marketing partners. Worked with marketing partner to develop best strategies to improve store performance.

Strategic Planning – Planned and developed new markets to expand the Ecommerce platform.

Logistical Support - Assisted clients with difficult shipping issues.

3PL – Developed 3pl shipping solutions to ship quicker and less expensively.

Contract Negotiation – Negotiated shipping contracts with FedEx and UPS.

Marketplace and Website Sales – Developed TireCrawler sales from new entity into 2 to 3 million dollars per year.

E-Mail Marketing – Created, scheduled, and launched monthly e-mail marketing campaigns.

Social Media Marketing – Created and implemented Facebook advertising campaigns doubling followers and likes.
