Robert Allen

Austin, TX - Email me on Indeed: indeed.com/r/Robert-Allen/2976fc2791e102a9

An incorrigible optimist, I believe anything can be accomplished with enough determination and coffee.

For the last six years, I've made a living jumping neck-deep into abandoned projects, ambitious undertakings, and sticky wickets then bushwhacking, debugging, and wrestling my way to victory.
Authorized to work in the US for any employer

WORK EXPERIENCE

UX Designer
Splash Mktg   -   Austin, TX - May 2011 to Present

Splash helps startups and SMBs get to market fast with beautiful WordPress sites.
Splash attracts clients almost entirely via referrals.

+ Initiate A/B testing for landing pages to improve conversion.
+ Manage Google Analytics & AdWords for over a dozen clients.
+ Project scope planning and resource planning.
+ Work with marketing, management, and product teams to develop solutions.
+ Turn mockups into site layouts and templates either from scratch or using page builders.
+ Email marketing, creation of brand compliant newsletters for clients.
+ Iterative testing to perfect email campaigns and increase click rates.
+ Image optimization and digital asset creation.
+ Search Engine Optimization (SEO) strategy and repair.
+ Work with third-party developers and contractors.

At Splash I've served as WordPress Front End Designer, WordPress Developer, Project Manager, and UX Designer.

EDUCATION

MBA in Technology Management, Product Commercialization
Rochester Institute of Technology   -   Rochester, NY
August 2012 to May 2014

Bachelor's in International Business
Florida Institute of Technology   -   Melbourne, FL
August 2007 to May 2010

SKILLS

Website Design (6 years), Marketing (3 years), Digital Strategy (2 years), Wordpress (6 years), User Interface Design (2 years), User Experience Design (3 years), HTML (10+ years), CSS (6 years), PHP (2 years), MySQL (2 years), Heroku (1 year), Photoshop (10+ years), Ruby (1 year), Drupal (1 year), CRM (2 years), CMS (5 years), Creative Suite (4 years), MailChimp (2 years), Javascript (2 years)

LINKS

http://www.SplashMktg.com

https://www.linkedin.com/in/robertallenmba

CERTIFICATIONS/LICENSES

Lean Six Sigma Yellow Belt
May 2016 to Present