

# ART ALLEN

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## EXPERIENCE

### TRANSIT FOR LIVABLE COMMUNITIES

ONLINE COMMUNICATIONS COORDINATOR, Saint Paul, MN; January 2008-December 2009

- **Online Communications Strategy.** Worked in close collaboration with communications director to develop the organization's first online communications and social media plan.
- **Social Media Relationship Building.** Developed and managed organization's social media presences on Facebook, Twitter, Flickr, and Vimeo, ensuring brand consistency across outlets. Under my management, the organization's social media relationships increased by over 320 percent.
- **Content Management.** Managed ongoing content updates for organizational ([www.tlcmnnesota.org](http://www.tlcmnnesota.org)) and initiative ([www.bikewalktwincities.org](http://www.bikewalktwincities.org)) websites, maximizing content for readability and search optimization.
- **Online Publication Development.** Managed ongoing blog content development and updates that were easily repurposed across numerous social media channels and e-newsletters.
- **Email Marketing.** Composed powermails to event promotion and fundraising, at times on deadlines of less than 30 minutes.
- **ROI Evaluation.** Evaluate the organization's ROI on online and social media engagement to ensure attainment of key ROI goals.

### MINNESOTA BEARD-OFF

ORGANIZER, Minneapolis, MN; December 2009-present

- **Creative Thinking and Initiative.** Conceived of and implemented a novelty event. This required pitching a venue and recruiting judges and an emcee.
- **Event Promotion.** Developed and implemented marketing plan to promote a weeknight event without precedent using social media and traditional e-communications tactics.

### METROBLOGGING MINNEAPOLIS

CONTRIBUTING MEMBER, Minneapolis, MN; April 2008-September, 2009

- Contributed content on region-specific topics for a premiere Twin Cities blog that reaches 5000-7000 people.
- Facilitated online discussions through blog content responses.

## RELEVANT SKILLS

- Adobe Suite, including Dreamweaver, Photoshop, Acrobat (proficient)
- Wordpress (proficient)
- Web editing: HTML (proficient), CSS (basic)
- Google Analytics (proficient)
- Writing for the web (advanced)
- Copyediting and proofreading (advanced)
- Microsoft Office, including Word, Excel, PowerPoint, and Outlook (advanced)
- Research (including academic databases)
- Sense of humor (advanced)

## MEMBERSHIPS

- Minnesota Interactive Marketing Association
- Social Media Breakfast

## EDUCATION

NORTHEASTERN UNIVERSITY, Bachelor of Arts (Cum Laude), Boston, MA, June 2007.

MAJOR: Political Science

ACADEMIC HONORS: Named to the Dean's List every semester and received an academic achievement scholarship every semester.