

HOW I CAN BENEFIT YOUR COMPANY

I'm a hands-on B2B & B2C marketing strategist. I typically wear many hats and juggle many projects under tight deadlines. I have formal training in creative design, programming, and IT along with a ton of general business experience, which allows me to see a company from the point of view of overall operations and allows me to be an effective translator between departments. I excel at creating targeted data driven marketing campaigns, online and off, that drive sales and build brands. I am supremely focused on how a company and its products are viewed by the public.

CAREER HIGHLIGHTS

- ⤴ Royal Case – Increased search results to top 3, found \$100k of lost money, helped push Amazon sales to 7x higher B2C sales, established tradeshow events as main source of new B2B business, highest company sales months ever during 2020
- ⤴ Mace Security – Increased search results to top 5, doubled sales, quadrupled traffic
- ⤴ NestFamily – Achieved highest holiday sales months ever
- ⤴ Ocean Canyon – Increased search results to top 5, doubled SEO traffic, doubled email revenue, increased leads 55%
- ⤴ Baseball Warehouse – Increased search results to top 5, grew web traffic to all-time highs
- ⤴ Elijah Tooling – Increased search results to top 5, overhauled corporate image

LEADERSHIP & MANAGEMENT SKILLS

- ⤴ 15 years traditional and digital marketing campaign strategy
- ⤴ 11 years management of vendors and agencies
- ⤴ 7 years personnel management, up to 4 staff members
- ⤴ 5 years corporate marketing strategy
- ⤴ 5 years trade show & event coordination and planning

CREATIVITY & COMMUNICATION SKILLS

- ⤴ 20 years web and print design
- ⤴ 15 years hands-on SEO
- ⤴ 12 years email marketing
- ⤴ 8 years traditional marketing via catalogs and direct mail
- ⤴ 8 years database and list marketing
- ⤴ 5 years PPC and banner advertising
- ⤴ 5 years CRM marketing
- ⤴ 2 years affiliate marketing & social media management
- ⤴ 2 years video production

ANALYSIS, RESEARCH & REPORTING SKILLS

- ⤴ 15 years Web Analytics & Reporting
- ⤴ 15 years SEO Competitive Analysis
- ⤴ 10 years Email Campaign Reporting

SOFTWARE SKILLS

- ⤴ 20 years Adobe Creative Suite
- ⤴ 15 years hands on HTML, CSS, Javascript
- ⤴ 10 years Web Analytics - Google/Omniture/WebTrends/Nettracker
- ⤴ 5 years Vertical Response, Constant Contact, MailChimp, Lyris
- ⤴ 10 years Wordpress, 1 year Joomla and Drupal
- ⤴ 10 years MS Office, Spreadsheets, Data imports/exports
- ⤴ 2 years PHP/MYSQL programming, SQL queries

Employer Reviews:

"Allen was extremely effective in search engine optimization, so much so that SEO became our most effective means of generating traffic to our web site."

- Peter Graffman, Ocean Canyon Properties.

"Allen is a very focused and talented e-commerce leader. Allen was instrumental in achieving #1 or #2 free search results for our targeted key terms. Allen managed the PPC campaign that contributed 30% of our sales in a cost effective manner. He also championed the development of our catalog with great marketing insight and an eye for the important detail. Allen is a great asset, team player, and delivers results."

- Grant Delbeq, Baseball Warehouse.

"Allen Harris is a consummate online marketing professional. As an experienced veteran of online marketing, he understands the landscape better than most and is a tremendous asset to any business. He comes with my highest regard and recommendation."

- Jim McDonald, ReachLocal.

"My company hired Allen to perform web development, marketing and SEO for our retail website. We were very satisfied with his work and he was able to finish the project on-time and within budget. I recommend his work to anyone interested in hiring a professional with his skill-set."

- Chris Clary, Focal Point Corporation.

"Allen has the highest integrity in his work. He is one of those rare individuals who are constantly looking for ways to impact the business, without just following orders. He thinks outside the box and consistently brings his own ideas to the table, making him a valuable part of any team."

- Laura Mauldin, Mace Security.

Allen Harris

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Marketing & eCommerce General Manager

WORK EXPERIENCE

- Marketing Director – 11/16 – Present, Royal Case Company, RoyalCase.com, Condition1.com
- Marketing Manager – 11/15 – 11/16, Crazy Crow Trading Co, CrazyCrow.com
- Marketing Manager 9/13-3/15 – Elijah Tooling, Inc. invert-a-bolt.com
- Internet Marketing Manager 8/12-7/13, Ocean Canyon Properties oceancanyon.com
- Marketing Director 11/10-7/12, XPS Solutions, Inc. xpsusa.com
- Front End Developer 9/09-10/10, Success Partners successmagazine.com
- Internet Marketing Manager 5/08-11/08, Texas Instruments, Inc. ti.com
- Internet Marketing Director 3/07-3/08, Baseball Warehouse Inc. baseballwarehouse.com

CONSULTING/CONTRACT

- ReachLocal – SEO client services
- Revo America – Built an ecommerce website and catalog
- Richardson Electronics – Built an ecommerce website and catalog
- Grossman Law Firm – SEO for 25 websites
- NTT Data – Google Analytics consulting

EDUCATION

Bachelor of Arts, Graphic Design 1993, University of Central Oklahoma

POST GRAD TRAINING

- Advanced QuarkXpress
- MS Access
- PHP/MYSQL
- Introduction to UNIX
- Windows NT Server

INDUSTRIES

Sporting Goods, Camping, Video Security, Christian Video
Entertainment, Self Storage, School Supplies, and Manufacturing.

AFTER HOURS

I am a HS basketball referee in Texas (NTBOA) and Oklahoma (OSSAA). I played college basketball and also coached high school and middle school aged select basketball teams.

Personality Profiles

Jung Typology Profiler – 'INTJ' Score Introvert(44%) iNtuitive(62%) Thinking(1%) Judging(67%)

INTJ - "Systems Builders". INTJs possess the unusual trait combination of imagination and reliability. They project an aura of 'definiteness' and self-confidence, because they typically begin building specialized knowledge systems at an early age. They are perfectionists at improving upon their areas of interest. This is balanced by a characteristic pragmatic question they apply to everything: "Does it work?" When it comes to their areas of expertise, they will know immediately if they can help you and how. They're aware of both their knowledge base and its limits. Full report at: <http://typeologic.com/intj.html>

StrengthsFinder.com (Gallup Organization) Strongest Skills:

Maximizer – People strong in this category focus on strengths as a way to stimulate personal and group excellence. They seek to transform something strong into something superb. Having found a strength in others, they feel compelled to nurture it, refine it, and stretch it toward excellence.

Individualization – People strong in this category are intrigued with the unique qualities of each person. They have a gift for figuring out how people who are different can work together productively. They tailor their teaching style to the learning style of others. This allows for the building of productive teams.

Arranger – People strong in the category excel at figuring out how pieces in a complex situation fit together for maximum return. Flexibility here leads to creative solutions that break out of existing norms.

Context – They tend to look back because that's where the answers lie. That's how they make sense of the present. They realize what the initial intentions were. Reflection reveals their original intentions. They become wiser about the future because they saw its seeds being sown in the past. Faced with new people and new situations, they take little time to orient themselves.

Includer – They want to include people and make them feel like they're part of the group. They are an instinctively accepting person. Regardless of race or sex, nationality, personality or faith, they cast few judgments. It is their conviction that fundamentally they are all the same. They believe that everyone is equally important thus no one should be ignored.