

KATE ALLINSON

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ONLINE PRODUCT AND MARKETING MANAGER ***Interactive Design / Online Product Marketing / Strategic Positioning***

Talented, results-producing Marketing and Design Professional with a computer engineering background. Proven record of promoting marketing strategies and delivering unique client solutions. Expert in steering the execution of creative platforms, web strategies and marketing programs. Demonstrated success driving growth in targeted markets through implementation of key projects. Solid leadership skills; adept at communicating with offshore resources, vendors, management, and internal departments to coordinate overall marketing efforts.

- Strategic Market Planning
- Marketing Collateral Development
- Web Development & Management
- Direct Marketing/E-mail Programs
- Graphic Design
- Market Research & Analysis
- SEO Optimization
- QA Analysis

PROFESSIONAL EXPERIENCE

ONLINE PRODUCT SPECIALIST, March 2010 – Present CITIGROUP | AvVENTA – Jacksonville, FL

Work in the eBusiness Marketing and Production branch of the Jacksonville based Citi to manage two highly trafficked websites: www.citi.com and www.citicards.com to attract potential customers and cater to existing users. Direct the creative process and execution of projects from initial conception through full production release.

Selected Contributions:

- Act as project manager to coordinate content and creative changes to the corporate website.
- Collaborate with business partners, offshore resources, and IT development teams to complete website solutions.
- Liaison for internal business partners developing effect online marketing strategies and articulating their ideas to manage the user experience through development, testing and implementation
- Review all project requests providing project sizing, team capacity, and ensuring the request has enough information to develop a solution.

INTERACTIVE MANAGER/DESIGNER, March 2008 – February 2010 RENDA BROADCASTING – Jacksonville, FL

Designed, developed and managed a wide range of marketing collateral and interactive products, such as, CyberRemotes, playbills, billboards, microsites, and e-mail campaigns for four Jacksonville based radio-stations.

Selected Contributions:

...Continued...

Professional Experience Continued

- Created website aesthetic, color scheme, logo, and banner for new radio station, Country Legends, 100.7
- Assisted national brands, such as McDonald's, Pizza Hut, and Disney to create integrated interactive campaigns on Renda websites.
- Develop creative strategies to cater and appeal to the four different distinct demographics.
- Created company collateral appearing in Jacksonville magazines, playbills, and billboards.
- Design and optimize email newsletters, averaging 30% open rates, to foster listener community and enforce station brand.
- Made Renda Online Interactive Profitable within 3 months of being hired.

GRAPHIC DESIGN & MARKETING ASSISTANT, December 2006 to February 2008

APPLIED TECHNOLOGIES AND MANAGMENT – Gainesville, FL

Established marketing collateral such as proposals, conference panels, and .swf files to market our range of consultant engineering services. Provided direct support to Marketing Manager.

Selected Contribution:

- Assisted the marketing director for the engineering company headquarters.
- Created internationally distributed marketing collateral such as the International Marine and Boating Conference Presentation, 2008, given in Dubai, and a full page ad in Marina World magazine, June 2008.
- Helped win 600 million dollar logistics proposal that named ATM as lead project manager.

EDUCATION & CREDENTIALS

Bachelor of Science Degree, Digital Arts and Sciences, Engineering, 2007 • University of Florida
Minor – Art History

SKILLS & RECOGNITION

Software: Maya, 3-D Studio Max, Flash, After Effects, Adobe Suite, Microsoft Office Suite, Omniture, Basestation, SharePoint

Languages: HTML, Java, CSS; Operating Systems: Linux, Mac, Windows

Training: P1 Sales Training, Trained in Basestation and Omniture Resources

Creative works published in *Marina World*, June 2008 issue and illustrator of [Maddie's Great Adventure](#)

Jacksonville's Artist Series Playbill, Jacksonville Sun's Billboard, Gator Country Concert Series 2009, and Jacksonville's Country Legends 100.7 logo.

Diverse artistic background includes drawing, sculpture and painting.