

# ART ALLEN

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## EXPERIENCE

### CLOCKWORK ACTIVE MEDIA SYSTEMS

CONTENT STRATEGIST, Minneapolis, MN; April 2010 to July 2010

- **Social media strategy.** Developed and implemented social media strategy for small business clients.
- **Copyediting.** Developed and implemented style and editorial considerations and edited copy to adhere to those standards for a Fortune 500 client.

### MINNESOTA BEARD-OFF

ORGANIZER, Minneapolis, MN; December 2009 to March 2010

- **Social media promotion.** Developed and implemented marketing plan to promote a weeknight event without precedent. Effectively answered the “what” and “why” using social media and traditional e-communications tactics, turning out over 40 contestants and a total of approximately 200 attendees (nearly venue capacity) and generating news stories in at least four media outlets.

### TRANSIT FOR LIVABLE COMMUNITIES

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

- **Social media development and management.** Worked in close collaboration with communications director to develop, pitch, and manage the organization’s first online communications and social media plan. Ensured brand consistency across outlets. Under my management, the organization’s social media relationships increased by over 320 percent.
- **Editorial duties.** Served as editor for two monthly e-newsletters, an organizational blog, and two websites. Managed ongoing content updates for two websites, maximizing content for readability and search optimization. Also provided editorial consideration for technical reports and one-pagers.
- **Writing duties.** Produced content for social media platforms, e-newsletters, websites, press releases, blog, and email communications.
- **Email marketing.** Composed mass-emails for event promotion and fundraising, often on short deadlines.
- **Online publication development.** Developed and launched a second monthly e-newsletter.
- **Web analytics.** Evaluated the organization’s online and social media engagement using various measurement tools to ensure attainment of key goals.

### CHRISTY MIHOS FOR GOVERNOR

VOLUNTEER COORDINATOR, Boston, MA; May 2006 to October 2006

- **Social media recruitment.** Harnessed emerging social media tools to target college students for volunteer opportunities at an independent gubernatorial campaign.

## RELEVANT SKILLS AND PROFICIENCIES

- Copywriting (advanced)
- Copyediting and proofreading (advanced)
- Sense of humor (advanced)
- Detail orientation (advanced)
- Content management systems, including Dreamweaver and Drupal (advanced)
- Microsoft Office, including Word, Excel, PowerPoint, and Outlook (advanced)
- Web editing: HTML (proficient), CSS (basic)
- Google Analytics (basic)

## WRITING SAMPLES

- **Online portfolio.** A selection of writing samples can be found at [www.artallen.net/what-i-do/writing](http://www.artallen.net/what-i-do/writing)

## EDUCATION

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