

## CAREER SUMMARY

Allison Harris brings over 17 years of strategic marketing and communications experience. She's served as a marketing team leader, developing and executing proactive marketing and communications programs around key business priorities that measurably impact customer acquisition, customer retention and deepen stakeholder engagement. By effectively managing her direct reports and collaborating across multi-disciplinary teams, she's raised company profiles through multiple channels, including product placement, media opportunities, social media, email and paid opportunities. Harris has significant experience in message development across mediums – online, in print and in presentations. Through her deep digital marketing experience, she improves brand awareness through SEO, social media, and online advertising. Bringing together Harris' marketing knowledge, experience and skillset, she bolsters organizations' brand awareness and sales funnel.

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## SKILLS

Digital Marketing	Communications	Management	Traditional Marketing
<ul style="list-style-type: none"><li>• SEO &amp; SEM</li><li>• Google Ads</li><li>• Social media advertising</li><li>• Social media profile management</li><li>• Marketing Automation (HubSpot and Markteo)</li><li>• Website development &amp; management</li></ul>	<ul style="list-style-type: none"><li>• Public relations</li><li>• Writing &amp; videos</li><li>• Email campaigns</li><li>• Employee communications</li><li>• Media Relations</li><li>• Thought leadership development</li></ul>	<ul style="list-style-type: none"><li>• Stakeholder management</li><li>• Crisis management</li><li>• Budget management</li><li>• Customer retention campaigns</li><li>• Team management</li><li>• Agency management</li><li>• Analysis &amp; reporting</li></ul>	<ul style="list-style-type: none"><li>• Events management</li><li>• Spokesperson training</li><li>• Sales support</li><li>• Demand generation</li><li>• Lead acquisition</li><li>• Printed material development</li></ul>

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## PROFESSIONAL EXPERIENCE SUMMARY

- **Sundance Institute's Co//ab**; Digital Marketing contract consultant; present
  - **Great Minds**, education non-profit, Digital Marketing Manager; 2017 to 2018
  - **Embedded Adventures**, consultancy agency, Public Relations and Communications contract consultant; 2017 to 2018
  - **Relayware**, B2B technology company; Marketing Director; 2014 to 2017
  - **Altice USA / Cablevision (NYSE: CVC)**, telecommunications company; Director of Public Relations and Communications; 2010 to 2014
  - **Edelman**, PR agency, Account Supervisor, 2004 to 2010
  - **Burson-Marsteller**, PR agency, Client Executive, 2002 to 2004
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## DETAILED PROFESSIONAL EXPERIENCE

**Sundance Institute's Co//ab**; Digital Marketing contract consultant; present

Responsibilities:

- Developing 30-60-90 day digital marketing plan
- Establishing the organization's email automation

- Tracking, measuring and reporting on all digital marketing efforts, including Facebook ads, Instagram ads, Google Ads and email outreach, using Google Analytics, Google Tag Manager, Google Ads, Facebook Ads Manager, MailChimp and AirTable
- Providing recommendations for refinement on all digital marketing efforts, including Facebook ads, Instagram ads, Google Ads, email outreach, SEO and the website.

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## **Great Minds**, education non-profit, Digital Marketing Manager; 2017 to 2018

### Responsibilities

- Responsible for the overall strategy of all marketing channels, including website, email distribution, social networks (Facebook, Pinterest, YouTube, Twitter and Snapchat), paid advertising, Google Ads, SEO and press releases, across all products (math, English, science, history and professional development).
- 6 direct reports; overseeing a team of 11 in total.
- Oversee and manage the Marketing department's annual budget, ensuring ROI.
- Connected Sales goals to Marketing goals by developing Marketing dashboard. Showcased how marketing increased qualified leads from marketing to sales and multiplied sales qualified leads in pipeline.
- Directing digital agencies as company website evolves to ensure ease for end-user and customers as well as the comfort of all executives and stakeholders.
- Led marketing automation operations in HubSpot from strategically segmenting email distributions to relevant personas, to maximize CTR and engagement to optimizing landing pages for continuous relationship building.
- Led the event management team and the 60+ events and conferences per year the company participates in.
- In charge of all marketing measurements along the pipeline, including MQLs to SQLs to deal; engagement metrics; campaign effectiveness and lead acquisition from campaigns and events, using Salesforce, HubSpot, Google's suite of tools, MailChimp, social media platform analytics.

### Main Accomplishments

- Created MQL engine, and **increased lead flow by 345%. Increased leads from 100s to 2,500 MQLs monthly** through persona-building, the creation of content targeting those personas and effectively using marketing channel distribution of that content.
- Boosted effectiveness of Google Ads by **decreasing costs by 53% while increasing clicks by 110% and conversions by 80%**.
- **Increased overall website traffic year-over-year by 36.28%**.
- **Led integration of Salesforce CRM to HubSpot's marketing automation.**

## **Embedded Adventures**, consultancy, PR and Communications contract consultant; 2017 to 2018

### Responsibilities

- Provided strategic communications consultancy to ad tech company, including landing page optimization, social media messaging development and press relations.
- Content writing, including by-lined articles, blog posts and email campaigns

## **Relayware**, B2B technology company; Marketing Director; 2014 to 2017

### Main Responsibilities

- Oversaw and managed the Marketing department's annual budget.
- Led Marketing team, managing direct reports and team's goals to company.
- Identified opportunities for marketing automation; led and oversaw the implementation of Marketo's.
- Led the integration of Relayware's custom-built CRM with Marketo, managing the strategy and technology development team.
- Social media management, paid and organic for LinkedIn, Facebook and Twitter.
- Managed all trade shows, including logistics, graphic designs, meetings, personnel and budget.
- Led all industry analyst relationships, including Forrester, Gartner, SiriusDecisions, IDC, 451Group and independent analysts. Managed Relayware's demonstrations to Forrester through the Partner Relationship Management (PRM) Wave, Gartner's PRM Market Guide and SiriusDecisions' PRM SiriusView. As a result, Relayware identified as the vendor with the most robust product on market today by major analyst firms.
- Monitored marketing goals via Google Analytics, Google Tag Manager, Google Ads, Facebook Ads Manager, Twitter Ads, LinkedIn Campaign Manager.
- Reported marketing KPIs to executive management and board, monthly, quarterly and annually.
- Managed customer communications, including two monthly email updates and quarterly emails
- Managed Relayware's agency partners, including selecting and overseeing the company's PR agency and digital marketing agency.
- Developed and orchestrated company's first customer satisfaction survey based on Net Promoter Score.
- Executed industry surveys, including managing the company conducting the survey, analyzing the results and the marketing materials developed from the results, including press, webinars, white papers and emails.
- Positively contributed to increased deal velocity and decreased close velocity.

- Through media relations, increased company and executive visibility in trade magazines with interviews and contributed articles.

#### Main Accomplishments

- **Increased the number of sales ready leads by 11%.**
- **Increased website traffic and session duration each by more than 180%.** Additionally, increased the number of “Contact Us” and “Demo Request” form fills.
- Improved paid ad spend, specifically with Google AdWords’ conversions, CPA and conversion rate.
- Increased email open rate and click through rate by creating compelling communications for each buyer persona driving buyers back to Relayware.com.
- Built brand esteem by securing **six awards** for the company and executives.

**Altice USA / Cablevision (NYSE: CVC)**, B2B and B2C telecommunications company; Director of PR and Communications; 2010 to 2014

#### Responsibilities

- Proactive media outreach around new B2B and B2C product offerings.
- Rapid response to incoming media inquiries, including questions about the company, for executives and about services provided (primarily outages).
- Issues management, including staying ahead of matters of potential concern and informing company executives and developing proactive communication strategies.
- Leading internal communications between service outage team and Communications team.
- Implementing Cablevision’s first social media presence – Facebook and Twitter
- Social media monitoring and responses, which was customer communication as well as connecting with public influencers

#### Main Accomplishments

- Orchestrated press conference on NYC Parks Wi-Fi availability, yielding coverage on three broadcast networks and over 20 news websites with more than 30M unique visitors, positioning Cablevision as a broadband leader
- Managed Optimum services product placement in HGTV “Spontaneous Construction,” including script development, product framing, executive media training and media relations
- Developed the communications strategy and handled media relations for over 30 programming announcements on Optimum TV, which garnered pick-up in trade and consumer media
- Led communications for the company’s Western division including media relations, employee newsletter, product announcements and corporate social responsibility
- Strategic rapid response crisis communications during retransmission disputes (e.g., Fox and Tribune) that demonstrably swayed public opinion

**Edelman**, PR agency, Account Supervisor 2004 to 2010

#### Main Accomplishments

- Orchestrated Samsung’s corporate media relations at CES 2010, resulting in over 55 media briefings
- Established and maintained relationships for Silver Lake CEO through media backgrounders, resulting in thought leadership stories in business outlets, such as the *Financial Times* and *Wall Street Journal*
- Secured top tier business and trade press briefings for Canon USA at the company’s 2010 Canon Expo, resulting in 15 placements that highlighted the company’s vision for future growth
- Identified new key industry analyst relationships for Fiberlink as they transitioned from a VPN provider to a comprehensive mobile security solution
- Client team leader responsible for staff and budget management

Clients included B2B and B2C: Canon USA, Samsung, Adobe, Silver Lake, Avaya, Samsung, CA, FLO TV, Ben & Jerry’s ice cream

**Burson-Marsteller**, PR agency, Client Executive, 2002 to 2004

#### Responsibilities

- Managed media relationships for clients, including proactive pitching and incoming requests

Clients Included B2C: Aventis, Accenture, State Farm Insurance, Allergen, Coach, U.S. Trust

#### **EDUCATION**

The University of Texas at Austin, Bachelor of Science in Public Relations with a minor in business  
Cornell University, Executive MBA, class of 2013