

# Lynn Allen

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## Experience:

2016-present

Contract executive for marketing, for-profit, nonprofit initiatives. Clients include Kentucky Museum of Art and Craft, Kosair Charities, Forecastle Festival, and Red7e Agency, managing client relationships with Alltech, Hilliard Lyons, and Louisville Science Center.

## Family & Children's Place (FCP), Louisville, Kentucky

VP, PR and Marketing, 2012 to 2016

Leadership of marketing for services, donor, volunteer and community support for growth of assistance and educational programs for families and children.

## The Voice-Tribune (Voice), Louisville, Kentucky

General Manager, 2005 to 2012

Responsible for business and operational restructure, reporting to investors, developing a repositioning strategy for revenue growth and increased asset value.

## The Courier-Journal (CJ), Louisville, Kentucky

Marketing Manager, 1996 to 2005

Created and managed effective brand, developing a comprehensive marketing program reaching customers, advertisers and community audiences.

## Small World Communication, St. Louis, Missouri

Senior Account Manager, 1990 to 1996

Automotive dealership advertising, national cellular retail and health system marketing and branding.

## Education:

Bellarmino University, Louisville, Kentucky

Master of Arts, Communication, Integrated Media

Drake University, Des Moines, Iowa

Research Methods, Graduate School of Journalism

University of Iowa, Iowa City, Iowa

B.A. Communications / B.F.A Design, School of Art

## Professional Associations:

Public Relations Society of America

Public Speaking Consortium, Washington University

Gannett Publisher's Conference, "Innovative Strategies in Marketing"

Marketing Leadership Team, Gannett Co., Inc.

Board Membership

The Advertising Federation of Louisville

Kentucky Museum of Arts & Crafts

Salvation Army Boys & Girl's Clubs

## Summary:

- Strategic planning and implementation.
- Master's degree, integrated media
- New media marketing.
- All phases of project management.
- Success built on engaging and infusing partnerships between team members, management, customers and the community.

## Noteworthy Contributions:

- Contract marketing management, Direct project supervisor, media/digital, event and branding.
- Digital education program for Family and Children's Place creating key partnership with University of Louisville, Kosair Charities and Greater Louisville YMCA for child abuse awareness.
- Creator, "Best-Dressed of Louisville". Weekly coverage of 80% of all events in Jefferson County, 63% involved Voice advertiser event sponsorship and creative development.
- Three-year media restructure, growing Voice annual revenue from \$400K to \$1.8M through development of philanthropic and business event partnerships.
- Event project manager, community liaison for Forecastle festival of 30,000 attendees, Outside Magazine's "Top 15 Outdoor Summer Festivals in the U.S.A.".
- All CJ partnerships, Kentucky Derby Festival, Churchill Downs, Kroger, LG&E, Greater Louisville Inc., Louisville Visitors and Convention Center and Louisville Metro Government.

**References and recommendations available upon request.**

