

Sara Allen

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Seeking opportunity to join as Director of Interactive Technology with primary focus on Mobile to work with creative teams as well as tech teams to create customized, engaging multi-channel experiences within the Pharma landscape.

Summary:

- ▶ Agency operations and leadership to include technology, planning, strategy, project management, UX/IA and production teams
- ▶ Building and evolving organizational, capabilities and technology infrastructures
- ▶ Developing and managing process and workflows
- ▶ Agency thought-leader on mobile solutions –native, web/responsive and hybrid.
- ▶ 13 years digital development and leadership in various technology systems and platforms (e.g. iOS –Obj-C, PhoneGap, Adobe DPS, Drupal, SharePoint, HTML/JS/CSS, Flash, Veeva,UX/IA)

Relevant Community Engagements:

Speaker - 2014 QA Summit for Digital Marketing <http://www.shiftrightqa.com/qasummit/>

Volunteer - Girls Who Code <http://girlswhocode.com>

Relevant Employment History:

Director of Tech - Juice Pharma -New York, NY (5/2013 - current)

Report to EVP – Lead, manage and resource development teams, vendors, cost-effective providers across tech initiatives and tactics. Work closely with digital strategy and account across clients and brands to identify & define clear, efficient mobile/desktop solutions. Work with agency leadership to expand premium digital offering –specifically in mobile technologies (native, web and hybrid). Mentor and manage staff growth & performance. Contribute regularly to optimizing best practices and efficient work flows.

Interactive Tech Supervisor - Juice Pharma - New York, NY (5/2011 – 5/2013)

Report to Director of Tech. Responsible for client/account/creative team consultation, strategy, development and deployment of mobile solutions. Manages in-house development team while also building/maintaining relationships with client dev teams & external vendors. Monitors key dates and deliverables. Ensure that all parties are aligned with necessary information to provide achievable plan of action. Extensive experience within various platforms/technologies: Obj-C, HTML5/CSS/JS, Veeva/SalesForce, interactive video, AIR.

Sr. Flash Lead Developer -CDM - New York, NY (10/2010 – 5/2011)

Contractor. Flash, Flex, AIR, AS3, JavaScript, jQuery, CSS, video, and XML.

Sr. Front-End Developer - Abelson-Taylor, Inc. - Chicago, IL (6/2007 – 10/ 2010)

Development of web-based and tabular-based interactive marketing applications for various pharmaceutical brands utilizing Flash CS3, AS2, AS3, FlashBuilder, Flex 3/4, XML, jQuery, CSS, HTML, PHP and video. Proven record of dedication to carrying projects from initialization to completion. (Vertex, Rozerem, Evista, Effient, Dexilant, Cialis, Evamist, Truvada, and various others). Excellent interpersonal relationships throughout the agency and efficient communicator.

Education:

BA in Mass Communications, Indiana University, Bloomington, IN 1999