Sarah A. Allen

Web Development • UX Design • Product Management • Displays

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ABOUT ME

My career has made me an accomplished cross-functional (hybrid) developer, designer and manager, well known for my functional expertise in frontend web development, UX, human computer interface, displays, marketing comms, data driven personalized marketing and animation for nearly 20 years. I have a natural curiosity that propels me to develop new skills, making me adept with the full lifecycle of software products. These skills range from concept through design, development, testing and learnings towards enhancements with a comprehensive background in marketing. If there is a chance for me to learn something new and create something functional that helps make someone's life easier, I'm living the dream.

WORK EXPERIENCE

2021–2026: Lead Web Developer
Carmax & Aquent (first year contract)

• Served as a Functional Expert across multiple Product teams, roles and the greater Marketing organization of Carmax.

DCRM & Unicomms: Lead Frontend Dev for all email comms for Retail, Auctions secondary dev, supported multiple teams with email development, cross training and upskilling/onboarding associates and collaborations. Exclusively enhanced and managed custom component design system internally to Marketing Cloud. Creating highly personalized data driven emails for millions of Carmax shoppers daily.

Store Marketing Team & Digital Displays Reimagined: Lead dev and CMS manager for all displays supporting the legacy system while sourcing a new third-party CMS to modernize all marketing displays in the company. Recently completed transition to new CMS and managed device audit findings for the 2500+ displays in question. Admin of all CMS users, manager of all assets and creator of all final digital animated assets in stores and on billboards nationally.

•Cross trained multiple teams of associates in Email Studio, Journey Builder and design system component use and custom component development.

• Completed Salesforce Marketing Cloud internal upskilling certification and taught the Email Studio portion while attending.

• Digital display manager for all corporate and customer facing displays nationally, including digital billboards.

• Helped spearhead Digital Displays Reimagined, source, vet and modernize all displays in the company to a new CMS system.

• Manage master device list audit findings, store floorplans and device incident discovery. Content reassignment and resolutions to complete store onboarding to new system.

SKILLS

OPERATING SYSTEMS:

 Mac & Windows

GENERAL:

HTML5/CSS3/SASS

Salesforce Marketing Cloud

AmpScript

Visual Design Systems & Management

Javascript/JQuery/Greensock

Layout & Design: Product, Web/UX, Email

Responsive Frameworks:

  Bootstrap, Foundation, MJML

PHP/mySQL

Wordpress, Custom Themes & Divi

Website/Hosting Administration

Product & Project Management

ASP/C#/.net (frontend knowledge & custom controls)

SOFTWARE PROFICIENCY:

Adobe Experience Manager, Adobe Workfront

Adobe Creative Cloud: Photoshop, Illustrator, Dreamweaver, Animate, InDesign, Acrobat Pro, Distiller & more…

Figma, Sketch & Invision

Salesforce Marketing Cloud (Super Admin level): Email Studio, Journey Builder, Automation Studio, design system management and development tailored to

Miro

Microsoft Office 365 & Sharepoint Services (Admin): page and resource management

Azure Dev Ops, Visual Studio

Github, Cornerstone, Ankh, Tortoise SVN

Sublime, Coda, Text Wrangler

PageFlex:

  Deployments & Web-to-Print

  Dynamic Templates

• Created and maintained training documents, user management and training for all users in the display system including adding to ServiceNow knowledge base for display device incident management and resolution

• Partnered with Marketing Technology, IT, Strategy and Marketing to maintain a cohesive Carmax customer experience in all digital displays and retail comms.

• Integral part of multiple Product teams developing Salesforce Marketing Cloud products and comms for all customers. Served as a bridge between Design, Strategy and Development since I'm essentially all of them in one.

2019–2020: Web Designer
InteractRV

• Design and redesign dealer websites. (Figma & Adobe software)

• Design and deploy web assets for existing dealer sites.

• Frontend development of website content for dealer sites.

• Fully remote role.

2018–2019: Web, Display & Interactive Manager
Mix Design

• Manage all web and interactive projects, documentation and client training on all systems for their supported services.

• Develop and maintain outstanding website projects.

 • Plan and deploy marketing content and assets for client internal marketing displays. (Reach digital display networks)

 • Work with contractors for completion of multiple interactive projects.

2014–2018: Lead Web Developer
RR Donnelley & Sons / Ace Hardware Corporate

• Web content development/design across all Ace Hardware channels: acehardware.com, thepaintstudio.com, thesupplyplace.com, innovatewithace.com, emeryjensendistribution.com and more

• Email development for acehardware.com, Ace Rewards, The Supply Place and myace.com

• Product media including ad banners (HTML5, Flash & static) and social media assets (Pinterest & Facebook)

• Workload distribution, project management, web design, Wordpress, web hosting management

2011–2014: Creative Web + Flash Developer
Digital Target Marketing

• Offer website design and development for seminar and product microsites, product media: ad banners and email creative

• Work closely with multiple departments for a range of product based campaigns

2011: Freelance Web Developer
FGS

• Pageflex template programming role in generating web-to-print templates and supplemental graphics for documents for Financial Graphic Solutions

2009–present: Freelance Creative
LuvSushi / LuLu Design, Inc.

• Web design/development & Wordpress, graphic & apparel design, web hosting management, eCommerce and end user testing, web animation projects, project management, branding & marketing for LuLu Design

2008–2009: Creative Web + Flash Developer
Livemercial

Creative Web Developer / Flash Designer / Seminar Lead

• Website design, styling, and Flash banners for seminar offers

2007–2008: Graphic Web + Flash Designer
RGC Communications / Quantum Group

Graphic Web Designer / Flash Designer

• Website design, UX, styling, web graphics, and Flash animation

• Worked closely with multiple departments on print, web and promotional projects

EDUCATION

2024 — *Salesforce Marketing Cloud Upskilling/Reskilling Certification (Carmax) – Richmond, VA*

Completed 92 hours internal certification course for Salesforce Marketing Cloud

2005 — *Purdue University Calumet – Hammond, IN*

BS & AS in Computer Graphic Technology – Multimedia

Certificate in Computer Graphics Technology – Design

Certificate in Computer Graphics Technology – Web