

# Allen L. Sheetz

Portland, OR

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## FOCUS

Experienced content strategist, brand developer and creative/editorial director in corporate, agency, small-to-medium-sized business and startup environments.

Scriptwriter and video director, with a journalism/newsroom background.

## TECHNICAL SKILLS

- Microsoft Office 365 • Adobe Creative Suite • WordPress
- Google Docs, Analytics, Search, AdWords • TweetDeck • Hootsuite
- Yoast • Slack • Basecamp • Teamwork • Evernote • Drupal • Final Cut Pro

## EXPERIENCE

### Uber

#### Content Strategist

11.18 - Present | Portland, OR + San Francisco, CA

- Work as part of Digital Creative team on a variety of Uber initiatives, including projects for riders and drivers, Uber Eats, restaurants and delivery partners, Uber Freight and more.
- Develop creative strategies, tactics and campaigns to drive more rides and orders, educate customers and partners, and better manage relationships.
- Lead creative presentations in agile environments to quickly garner stakeholder feedback and keep all initiatives on schedule and budget.
- Utilize best practices in SEO, social media, content strategy, CRM, UX, mobile, app, B2B and B2C.

### Tilth Creative Collaborative

#### Creative + Editorial Director, Writer, Editor, Producer, Consultant

12.98 - Present | Portland, OR

- Provide creative direction and concept development, as well as copywriting, editing and video/film/digital production, for a wide range of repeat-business clients (see Clients).
- Develop social-media and SEO strategies, as well as tactical execution.
- Work onsite with clients, agencies and firms as a creative consultant/contractor in the above noted capacities.
- Manage all aspects of business, from business development, budgeting and hiring to account management, project management and team building.

### Experience Lab

#### Creative + Editorial Director, Content Strategist, Writer, Editor

1.14 - 6.15 | Portland, OR

- Responsible for site redesign/launch of Cambia Health Solutions website, including a style book and social media guidelines, BridgeSpan Health website and Enigma Health website.
- Co-lead brainstorming exercises and workshops with clients, and development of content strategies, editorial calendars, social media plans and optimized keyword/SEO data.
- Involved in RFP responses, new business pitches and proposals, and in-house marketing/promotion.

### Curiosity Group

#### Editorial Director, Creative Lead

6.06 - 6.07 | Portland, OR

- Co-lead creative strategies and execution on a wide range of projects, including DreamWorks, Apple, Disney, Hewlett-Packard and MacForce.
- Wrote new business proposals, case studies and white papers.

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## **Norm Thompson**

**Creative Lead, Writer, Editor**

**5.05 – 6.06 | Hillsboro, OR**

- Developed new brand tone and voice for redesign of website.
- Wrote product descriptions, all website copy, feature articles, ads, banners, e-newsletters and special promotions.
- Website sales increased 14 percent and e-newsletter subscriber base 33 percent. Records set for single-day web orders, demand and orders per hour, and a single-day web order revenue record was set 112 percent above past record.

## **PhotoDisc/Getty Images**

**Senior Copywriter**

**9.97 – 1.99 | Seattle, WA**

- Co-creative directed and wrote ad, promotional, product and catalog copy for print, web and interactive, including 30+ page booklet on color theory.
- Launched, championed and wrote for in-house design magazine, Design Mind.

## **Microsoft Sidewalk/Citysearch**

**Arts+Features Writer, Editor, Producer**

**9.96 – 9.97 | Seattle, WA**

- Helped launch a new Microsoft venture, Sidewalk, to the Internet.
- Established a voice, tone and content strategy for arts and events coverage, and wrote, edited and created/produced media, including Sidewalk Sessions musician performances/profiles.

## **MSNBC/Microsoft Network**

**Arts + Features Writer, Editor, Producer**

**8.95 – 9.96 | Redmond, WA**

- Helped launch a new Microsoft venture, MSN News, to the Internet; transitioned this into joint venture with NBC, MSNBC.
- Took part in daily newsroom story meetings and wrote, edited and produced stories, including lead Lifestyle launch “cover story” for MSNBC.

## **CLIENTS**

- Adobe • Apple • Best Buy • Dell EMC • DreamWorks • Hewlett-Packard
- Hilton • Intel • Kraft • Nike • Nissan • Old Navy • Oregon Humane Society
- Portland Trail Blazers • Providence • Sonoma County • Warner Bros.

## **EDUCATION**

**San Diego State University**

BA English

BA Journalism/Advertising

Dean's List, Honors