

503.706.2785

allensheetz@gmail.com[LinkedIn](#)[Portfolio](#)**FOCUS**

Experienced creative director, content strategist and writer in corporate, agency, small-to-medium-sized business and startup environments. Scriptwriter and director, with a journalism background (MSNBC, Salon, Rolling Stone, Ad Age).

EXPERIENCE**Tempo****Brand Creative Team Co-lead + Senior Brand Writer | Sep 22–Present**

San Francisco Series C startup home-fitness platform and service provider, combining equipment, training guidance and social motivation with 3D sensors, AI and real-time biometrics.

- Develop and implement all brand marketing materials, content strategies and campaigns for web, organic and paid social, SEM, email, LCM/CRM, videos and print.
- Work closely and collaborate with cross-organizational stakeholders, SMEs and leadership.
- Projects include establishing a new brand identity and voice/tone, ongoing cross-channel sales promotions, a partnership with Strava, bi-weekly newsletters and a new apparel line launch.

Elemy**Creative Team Co-lead + Content Strategist | Sep 21–Sep 22**

San Francisco Series B startup nationwide provider of childhood mental and behavioral healthcare, from diagnostics to in-home care.

- Developed all brand (including rebrand), marketing, product and communications materials.
- Collaborated with cross-organizational stakeholders, doctors, psychologists, psychiatrists, therapists and leadership.
- Ideated and implemented creative and content strategies and campaigns for web, in-app, mobile (Android and iOS), all social channels, SEM, banners, emails, LCM/CRM, videos, infographics and print.

Uber**Content Strategist | Nov 18–Sept 21**

San Francisco ride-sharing/delivery platform with global reach (\$25.2B in funding).

- Worked as part of Digital Creative team on numerous initiatives, including projects for riders and drivers, Uber Eats, restaurants, grocery, convenience, liquor and drug stores, delivery partners, freight companies and more.
- Developed creative strategies, tactics and campaigns to generate more rides and orders, educate customers and partners, and better manage relationships (consumer- and business-facing).
- Led creative presentations in agile environments to quickly garner stakeholder feedback to keep all initiatives on schedule and budget while utilizing best practices in SEO, social, content strategy, LCM/CRM, UX, mobile, app, B2B and B2C.

Tilth Creative Collaborative**Co-principal + Creative Director | Jun 08–Present**

Portland boutique creative services agency focusing on eco-friendly clients and projects.

- Provided creative direction, concept development and consultation, as well as copywriting, editing and video/film/digital production for a wide range of repeat-business clients.
- Developed social media and SEO strategies (plus services noted above) onsite with clients, agencies and firms as a creative consultant.
- Manage all aspects running agency, from business development, budgeting and hiring to account management, project management and team building.

Experience Lab**Creative Director + Content Strategist | Jan 14–Jun 15**

Portland boutique UX agency focusing on health care clients and projects.

- Co-lead with principal brainstorming exercises and workshops with clients, and development of UX/HCD content strategies, websites, editorial calendars, social media plans, brand style books and optimized keyword/SEO data.
- 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.
- Involved in RFP responses, new business pitches and proposals, in-house marketing/promotion, and hiring and managing freelance staff.

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TECHNICAL SKILLS

- G Suite
- Figma
- Adobe Creative Suite
- Asana
- Office 365
- Slack
- WordPress
- Yoast
- Looker
- Hootsuite
- Final Cut Pro
- TweetDeck

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ADDITIONAL EXPERIENCE

Curiosity Group

Editorial Director + Creative Lead | Jun 06–Jun 07

Portland digital marketing/advertising agency focusing on tech and entertainment clients (Apple, HP, Disney, DreamWorks).

Norm Thompson Outfitters

Creative Lead + Senior Writer | May 05–Jun 06

Portland online retailer specializing in outdoor and travel apparel and accoutrements.

Getty Images/PhotoDisc

Senior Writer | Sep 97–Jan 99

Seattle visual media company that captures, creates and preserves content to elevate visual communications.

Microsoft Sidewalk/CitySearch

Arts + Features Writer/Editor/Producer | Sep 96–Sep 97

Seattle/Hollywood online city guide that provides reviews and recommendations of hotels, shops, night clubs, services and more.

MSNBC

Arts + Features Writer/Editor/Producer | Aug 95–Sep 96

US cable and satellite channel that provides news coverage and political opinions on current events.

EDUCATION

San Diego State University

BA English • BA Advertising/Journalism • Minor Film • Dean's List, Honors