

Christopher P. Allen

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Professional Experience:

Marketing Manager, FLORIDA INTERNATIONAL UNIVERSITY, Miami, Florida. **5/2011 to Present**

- Responsible for providing academic advisement to students in the College of Business.
- Assisting students in creating a marketable educational program and marketable skills for employment.
- Developing, organizing, facilitating and implementing activities related to monitoring student transition and academic progress including, but not limited to advisor's follow-up with students.

Assistant Director /Senior Academic Advisor, BOROUGH OF MANHATTAN COMMUNITY COLLEGE, Accelerated Study in Associate Program (A.S.A.P.), New York, New York. **7/2007 to 5/2011**

- Provided academic advisement regarding academic requirements, career opportunities, and scholarship information.
- Created and implemented promotional campaigns to market advising services to students.
- Supervised a staff of six, program coordinator, assistant, job developer, tutoring coordinator and two peer mentors.
- Marketed advising services via the development of partnerships with other student services offices, key administrators, and student organizations.
- Developed a faculty handbook and student centered workshops (ACE 101) to increase faculty and student participation in advising services.
- Used database records to formulate strategic promotion of advising services to relevant target markets.
- Assisted students in creating a marketable educational program and marketable skills for employment.
- Assisted in the Freshman Year Program, which includes orientation, academic advisement, and outreach.
- Assisted in planning special activities/projects to meet college, program, staff and student needs.

Enrollment Advisor, UNIVERSITY OF PHOENIX, Jersey City, New Jersey. **2006 to 7/2007**

- Facilitated telemarketing program to increase enrollment and participation of enrolled students.
- Planned communication strategy and coordinated sales process for new applicant referrals.
- Coordinated and assisted with mass mailing campaigns.
- Coordinate marketing programs and services designed to recruit students.
- Recruited new students via personal sales and counseled them on the admissions process.
- Gathered, analyzed, and assisted with the preparation of enrollment data.
- Communicated with external agencies and school systems.
- Conducted market research as necessary; to assess and evaluate program develop for existing academic programs.

Program Manager, PLATFORM LEARNING, New York, New York. **8/2005 to 5/2006**

- Recruited instructors for assigned sites and sold programs to new students.
- Managed communications between instructors/teachers, students, parents, and school administrators.
- Provided profit and loss analysis to upper-level management and analyst team(s) (including but not limited to payroll, inventory assessments etc).
- Planned and executing individual business plans for each site.
- Traveled to and from sites to promote effective implementation of processes.
- Ensured that all assigned sites have necessary permits, agreements and materials.

Admissions Counselor, NOVA SOUTHEASTERN UNIVERSITY, Davie, Florida.

10/2003 to 8/2005

- Recruited students and successfully enroll in undergraduate programs. Promoted program application by positioning online programs in appropriate marketplaces.
- Managed specific prospect/applicant caseload including but not limited to, telemarketing, college fairs, and related recruitment events (days, evenings, and weekends) as part of the enrollment efforts of the college.
- Worked effectively with academic advisers, financial aid officers, and residential life personnel to create an effective team in the University, and to ensure a smooth transition from inquiry to enrolled student status.
- Conducted market research as necessary; to assess and evaluate program development needs for existing academic programs. Explored options for new program development

Account Executive, FLORIDA PANTHERS HOCKEY CLUB, Sunrise, Florida.

08/2002 to 10/2003

- Responsible for sale of Panthers full season tickets, mini-plans, party suites, group tickets, and other promotional tickets packages in specified sales territory.
- Utilized numerous sales techniques to promote and sell Panthers and Office Depot Center tickets inventory.
- Maintained accurate and timely analytical reports.
- Assisted in other duties as assigned by Directors of Ticket Sales.

Director of Marketing and Sponsorship Sales, JACKSONVILLE LIZARD KINGS AND JACKSONVILLE TOMCATS, Jacksonville, Florida.

12/1999 to 09/2000

- Designed and developed the official magazine of the Jacksonville Tomcats, "Arena Ball," "Cat Tales" the weekly release, media guides, and the Inaugural Yearbook.
- Acted as the teams' spokesperson for major functions events in surrounding cities, and media events.
- Handled charity funding-raising, corporate image positioning, and community outreach activities.
- Coordinated sponsorship deals with Burger King, Media One, Publix, and Bono's PIT BAR-B-Q.
- Pitched feature stories for media outlets including: radio station WBWL, television stations WJXT-TV 4 (CBS), WTLV-TV 12 (NBC), and FOX 30.
- Drafted press releases and speeches.
- Researched prospective consumer marketing; created direct mail lists; updated media lists; compiled publicity files.
- Maintained the team's web sites.

Public Relations Intern, NEW JERSEY NETS, East Rutherford, New Jersey

12/1998 to 06/1999

- Assisted in marketing and publicity of special events during the NBA Lockout.
- Developed and designed yearbooks, media guides, press kits and maintained media relations, press releases and speeches.
- Developed and coordinated the event "High School Media Day".
- Established excellent interpersonal relationships with players, coaching staff, media outlets, and Fortune 500 companies.
- Arranged meetings with media personnel such as; New York Times, New York Post, WFAN, and WCBS.
- Collected and maintained database on prospect current and former athletes and the team (statistical data).

Education:

Master of Business Administration with a concentration in Marketing and Management, Nova Southeastern University, Wayne Huizenga Graduate School of Business and Entrepreneurship, 2002.

Bachelor of Science, Marketing, Alabama Agriculture and Mechanical University, 1997.

Teaching Experience:

1/2013 to Present

MAR1011

Principles of Marketing:

Miami Dade College, Kendall Campus

An introduction to the broad concept of the marketing mix for the future manager. Marketing students will progress through the topics of generic functions of marketing, the environment of marketing, market planning, information, segmentation, consumer behavior, marketing ethics, marketing strategy, and marketing “experiences” for consumers.

5/2011 to Present

SLS 1501:

Freshman Year Experience:

Florida International University

Navigating the University, Studying Effectively and Using the Library, Tackling time, Managing Stress, Diversity in a Diverse Context.

7/2004 to 5/2011

A.S.A.P. Seminar Courses:

Borough of Manhattan Community College

Transition to college, Financial Management, Remedial courses, Generational Students,

8/2006 to Present

Certified to Teach:

University of Phoenix, Jersey City Campus

Marketing, Consumer Behavior, Public Relations, Sales, Tools and Strategies, Advertising and Creativity.

Marketing Consulting Experience

- Marketing Consultant, Crescendo, New York, NY.
- Senior Marketing Consultant, Howard University Football Marketing Plan, Washington, DC.
- Marketing Consultant, Rebuilding Starter Apparel, New York NY.
- Marketing Consultant, Sports and Entertainment Business Program, Alabama A&M University, AL.
- Marketing Consultant, BREEDLOVES CULINARY ARTISTRY, Miami, FL.
- Senior Marketing Consultant, Grassroots Marketing Campaign for ADT, Boca Raton, FL.
- Marketing Consultant, Game Time Theme Restaurant, Johnson Development Corp. Hollywood, CA.
- Marketing Consultant, Bringing Fashion 2 the 4-Front, Group 3 Design/Starter Inc. New York, NY.

Adademic Research, Development, and Service Activities

- **Academic Advising Summer Institute, June 2009**
- **National Academic Advising Association, June 2009**
- **Raritan Valley Community College, Service Learning Program, June 2008**
- **New York State Transfer and Articulation Association Conference, May 2008**
 - Invited panelist, “Curriculum Development and Accreditation.”
 - Invited panelist, “Articulation Agreements: Past and Present.”
- **City of New York Citywide Training Center, March 2008**
- **Manhattan Community College, 2008**
 - Production Assistant
 - Urban Male Initiative Program
 - First Year Experience
 - Freshmen Assembly

- **Manhattan Community College, 2007**
 - First Year Experience
 - Freshmen Assembly

Personal and Professional Development:

- Advanced Grant Writing Techniques
- Global Marketing Management Theories
- Marketing in an eBusiness Environment

Skills and Qualifications:

- Excellent decision-making, analytical, project management, and leadership abilities.
- Successful at applying marketing and public relations training and skills.
- Effective project manager.
- Superior communication and interpersonal skills.

Published Material:

- Generational Teaching, “Motivating the Minority”

Curriculum Design:

- Non-Profit Marketing Course for Florida International University

Computer Experience:

MS Word, MS Excel, MS Power Point, Quark X-Press, MS Publisher, Illustrator/ PhotoShop, CRM, Banner, Smart Draw, Edraw Org