

Allana B. Pettigrew

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Profile

I'm a natural strategic thinker and tactical doer with the background to deliver business-focused outcomes. As my career has progressed, I have found I add significant value to an organization when I can support and coach my colleagues through process, communication, and change. My extensive experience in process efficiencies and operational management, project leadership, software design and development, as well as digital and social media marketing, allows me to see the holistic vision uniting strategy, tactics, and technology, both for the company and the client.

My greatest strength in my professional life is taking complex processes or issues and discussing them with any audience in a way that is clear, concise, and ultimately actionable.

Business Transformation & Operations Accomplishments

- Defined strategy for and documentation of cross-functional processes to increase project team efficiencies
- Trained, mentored, and coached colleagues in process, best practices, and communication strategies
- Built consensus around organizational change (ex. Value-based pricing and info security document retention) to roll out those changes with low impact
- Led conflict resolution sessions with teams to improve day-to-day ways of working
- Assisted internal and external clients on daily operations activities

Technology & Project Leadership Accomplishments

- Built career-long relationships with clients and colleagues at all levels of the organization
- Guided numerous clients across diverse verticals in defining digital marketing strategy, roadmaps, and tactical execution
- Successfully led teams of up to 25 technologists in completion of a wide variety of website development, SaaS, development, systems development, mobile app development, SEO marketing, display marketing, and social media management & marketing projects for clients across industries
- Led the technical strategy, design, and development of three completely new product lifecycles in tax prep, home automation, and eReading
- Completed research whitepapers and points of view across industry verticals
- Built a product team from a cost center to a \$1 million+ revenue generator
- Managed multi-million-dollar budgets (P&L, time and materials, and fixed bid)
- Maintained SEC and FDA compliance in heavily regulated financial and pharmaceutical industries

Professional Experience

September 2023 - Present

Leadership Consultant – Self-employed

Defined, created, and led ongoing sessions on strategic thinking and client interaction for technology directors at a Kansas City design agency.

March 2023 - Present

Content Strategist – Self-employed

Researched and created content for a Kansas City-area experiential agency. Content for a state capital building and wildlife rescue displays.

November 2020 – February 2023

Associate Director, Business Transformation – EVERSANA INTOUCH – Overland Park, KS

Defined strategy for and documented details of agency delivery process. Coached and consulted with colleagues on best practices, process, and communication to drive the organization's strategic and executional projects for our clients. Worked with executive team to define and rollout new business models, agency opportunities, and strategic goals. Center of Excellence for change management.

August 2018 – December 2019

Director of Digital Strategy & Marketing Technology – ER Marketing – Kansas City, MO

Led all digital marketing and marketing technology strategy for clients across agency verticals. Responsible for the website development, search engine marketing, social media management, and analytics teams. Saved the agency more than \$100,000 annually by recommending and implementing a new analytics reporting solution,

October 2015 – August 2018

IT Consultant

□ Wunderman Thompson – Kansas City, MO

Established process and execution strategy for digital deliverables included in a new WPP partnership with Merck Animal Health, led by Wunderman Thompson.

□ Blue Rivet – Kansas City, MO

Collaborated with clients to define a current business challenge on file sharing, documented requirements, and defined both a strategy and tactics to solve the challenge.

□ TruHome Solutions, LLC – Lenexa, KS

Planned, led, and executed movement of the company's entire IT infrastructure to a managed services cloud-based model for SOC-2 compliance.

□ H&R Block – Kansas City, MO

Managed the planning and development of a new online tax product. Led multiple development teams within the matrixed organization as they contributed segments of functionality to the new product.

October 2014 – October 2015

Technical Director – Global Prairie – Kansas City, MO

Led multiple digital marketing projects from defining client strategy through to development, testing, and deployment. Planned, wrote, and led digital best practice training for colleagues within the agency.

March 2008 – August 2014

Technical Director – VML, Inc. – Kansas City, MO and London, UK

Led and managed development projects of various sizes through the entire project lifecycle. Supervised up to 25 technology professionals; performed annual reviews, conducted regular one-on-one meetings with individuals, worked on goal setting, and collaborated on career development.

Education

Sandra Day O'Connor College of Law at Arizona State University – Tempe, AZ – Master of Legal Studies in Conflict Resolution and Business Law – Expected completion 2024

Baker University – Baldwin City, KS - MBA

University of Kansas – Lawrence, KS - Bachelor's in History, English, and Religious Studies

Professional Organization

Digital Women of Kansas City – Founding board member; Lead of Mentorship Program and Digital Presence