



Lea Ann Allen

DIRECTOR OF BRANDING AND DIGITAL STRATEGY

As the Director of Branding and Digital Strategy for The Retail Connection, Lea Ann Allen leads the development of the company's brand via their website, social media, content marketing, and collateral. She is the lead for digital initiatives like CRM, SEO, and geofencing projects. Allen also serves as a creative and marketing resource for all Retail Connection offices and clients.

Prior to joining The Retail Connection, she was the Marketing Director for Texas retail real estate company UCR, and shepherded the brand through its merger with CBRE in 2015. At UCR, she led the brand digitally to first position SERP indexing, doubled social media followers within one year, and grew email marketing open rates to double the industry standard. With CBRE she consulted on the cross-functional international group charged with the creation and implementation of both the new global Retail Science branding, as well as the retail portion of the new global website for cbre.com.

Prior to joining CBRE|UCR, she led concept creation at advertising agencies like TracyLocke and The Richards Group, where she provided creative direction and strategy for many retail and CPG brands including 7-Eleven, Harrah's, Bennigan's, Dr Pepper/7UP and Frito-Lay. She was the youngest Creative Director ever hired at TracyLocke at the time, and at The Richards Group she was one of only two women to ever hold the position of Creative Group Head. She's also served in creative leadership positions at Nickelodeon, Bates NY, and Wunderman in New York City.

Allen has authored a nationally recognized blog since 2008, writing and creating branded content with brands like Kellogg's, JCPenney, Walmart, and Chevy. In addition, she has been a nationally syndicated writer for Savings.com whose work has appeared in The Dallas Morning News, The Austin Statesman, and The Atlanta Journal-Constitution among others, as well appearing as an on-air guest expert for NBC and ABC Dallas affiliates.

Allen earned her Bachelor of Fine Arts Cum Laude degree in Advertising Design from The Columbus College of Art and Design. In 2014, she was named one of twenty-seven "Masters of Marketing & PR" by Entrepreneur Magazine. Her work has been included in the Dallas Society of Visual Communications Awards Show. She has additional certifications and training in inbound marketing, CRM, analytics, coding, SEO, SEM, PowerPoint, and leadership/management.

She has been a board member and speaker for the Dallas Society of Visual Communications; a panelist for the Social Media Club of Dallas, Cella, and The Boss Group; a board member for Dallas ISD Public Schools The Science and Engineering Magnet at Townview, The Spence TAG Academy, KBPolk TAG Vanguard, and The Rosemont Early Childhood PTA, as well as a volunteer, activist, designer and speaker for a number of local educational, neighborhood and philanthropic groups in North Oak Cliff.

Out of the office, she is a fine artist. Most recently she completed work that will be included in a permanent installation at The Perot Museum.

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SPECIALTIES

- Digital Product Implementation
- Website Building
- Social Media Marketing
- Content Marketing
- Creative Direction
- Concepts