

Allen Groue

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AllenGroue.com

Denver, Colorado

PROFESSIONAL EXPERIENCE

Denver Council on Foreign Relations, Young Pros Committee Board Member *Denver, CO – 09/2022 to present*

- Developed and executed a digital marketing campaign for two events that exceeded expected attendance by 40%
- Organized and led a subcommittee for event marketing, including writing agendas and determining strategy

Booz Allen Hamilton, Inc., Senior Consultant and Associate *Various locations - 4/2018 to 10/2022*

- Oversaw program that oversaw \$200m of annual Joint Staff spending in a globally matrixed organization with 55 business units, including recovering \$23 million in missing funds and producing periodic financial reports
- Led staff of four to recruit 1,100 new volunteers, exceeding client delivery goal of 750 by designing and implementing a streamlined recruitment process that improved recruiter efficiency by 35%
- Managed 13 B2B service projects for 10 clients, including identifying stakeholder requirements, selecting talent, scheduling and hosting meetings, monitoring execution, and closing out projects
- Drafted revised Standard Operating Procedures document for an operations team that included conducting interviews with users, researching firm and client requirements, and writing documentation
- Researched, outlined, drafted, and edited 15 video scripts about international security ranging from 1,900 to 4,500 words, including writing production schedules and consulting with SMEs for accuracy
- Built program database in Excel that included project management and CRM functionality to track and report recruiting and led adoption across multiple business units, including recruiting, HR, and business development
- Organized, budgeted, and managed travel and shipping for ten recruiting events, including national conventions, and built Python scripts to analyze the ROI for each event and produced business cases for future events

Integrated Training Solutions, Project Analyst/HR Representative *Falls Church, VA - 08/2016 to 04/2018*

- Secured 17 employees to support nine projects for seven clients using targeted CRM campaigns and guided through the onboarding, training, orientation, travel, execution, and closeout of projects
- Planned networking events for members in Boston and Tampa, including identifying venues, negotiating contracts, managing vendor relations, and promoting the events, which saw 30 attendees
- Wrote, managed, and tracked targeted e-mail marketing campaigns using Microsoft Dynamics CRM

Courage Services, Social Media Analyst *Arlington, VA - 02/2017 to 11/2017*

- Assessed up to 1000 Indonesian-language social media posts and 60 news articles per week to assess potential operational risks for the Fortune 500 client and synthesized findings in daily and weekly reports

National Security Education Program, David L. Boren Fellow *Yogyakarta, Indonesia - 06/2014 to 06/2015*

- Wrote an academic research paper about credit card fraud and risk in Indonesia using 35 secondary sources and interviews with five officials in the finance sector, then presented findings in Indonesian and English

Opera Software, Visiting Consultant *Denver, CO and Jakarta, Indonesia - 09/2013 to 02/2014*

- Managed, wrote, and edited a marketing strategy proposal for Opera's mobile software for Opera's leadership, who adopted five of the recommendations leading to market share retention

HELP International, Intern *Lautoka, Fiji - 06/2012 to 08/2012*

- Organized a project to research capital cycles of rural microenterprises that included interviews with 76 entrepreneurs throughout Fiji across 20 sectors conducted by four researchers and provided guidance to client
- Partnered with local NGOs to lead business training workshops for 30 entrepreneurs

CERTIFICATIONS

Project Management Professional (PMP), Certified Scrum Master (CSM)

TECHNOLOGIES

MS Office, GSuite, Zoom, Webex, ChatGPT, SharePoint, Python, SAS, STATA, Canva, Dynamics CRM

EDUCATION

- **Data Science 5000**- Data science program for BAH employees
 - **MA in Global Finance, Trade, and Economic Integration**
 - **International MBA**
 - **BA** in Economics and in International Relations and Global Studies
- Study abroad: Heilongjiang University, Harbin, China, 2009

General Assembly
University of Denver
University of Denver
Hendrix College