

Veronica Allen

Senior AEC Marketer | Proposals, Pursuits, Brand Strategy, Content Development

Education

Master of Arts in the Humanities

The University of Chicago
Professional Writing
English Literature

Bachelor of Arts

Michigan State University
English Literature
Women's & Gender Studies

Skills

Copyediting

- AP Style • MLA Style
- Chicago style

Proposal Writing

Project Management

Strategic Research

Brand Development & Implementation

Events Planning & Management

Technology

Adobe Creative Suite

- Acrobat • Illustrator
- InDesign • Photoshop

Content Management

- Ghost • SquareSpace
- Wix • Wordpress

Microsoft Office Suite

- Excel • PowerPoint • Word

Project Management

- Asana • Basecamp
- Teamwork • Trello • Hootsuite
- Sprout Social

Social Media

- Facebook • Instagram
- LinkedIn • Twitter

Architecture, engineering, and construction marketing leader with nearly a decade of experience in pursuits, proposal and interview strategy, brand messaging, internal communications, and cross-functional marketing initiatives. A storyteller and partner who brings a depth of experience ranging from launching new integrated markets and service-types to managing, interpreting, and reporting on pursuits data to support executive financial forecasting and strategy.

Experience

Lamar Johnson Collaborative (LJC Design & Engineering)

2024 –
Present

Associate, Senior Marketing Manager

- **Leads firm-wide pursuit management**, establishing standards protocols for proposal process, and producing winning high-quality, creative, strategic proposals for the entire firm, comprising ten market segments and eight service types
- Leading marketing-side development and implementation of **new firm-wide go/no-go process** partnering with c-suite executives, project managers, and accounting executives supporting firm's financial goals and tactical pursuit management needs
- Collects, tracks, interprets, and communicates **market-by-market pursuit data** to c-suite including win:loss ratio, hour spend, and long-term relationship development to support firmwide financial and strategic development goals
- Partners with market leaders to **launch three new firm markets**, developing branding and marketing strategy, firm-wide messaging, and creating customized qualification and proposal materials to support the firm's new areas of focus
- Strategically **crafts winning responses to RFQs and RFPs** for the firm, comprising six offices in five states, collaborating with over 50 market leaders across the firm of 330+ employees
- **Leads competitive interview strategy** and graphic preparation for business development efforts following and independent of RFP process to procure new work for the firm
- Researched, built, launched, and manages **internal team project management tool** to clearly communicate among marketing team members
- Partners with senior graphic design and digital media team to **develop creative video and marketing content** for website and social media channels
- **Writes project stories** for internal and external use in **proposals, award submissions, media engagements, press releases**, etc.
- Supports project completion efforts including **press releases, project photography, internal communication, and social media messaging**

2022 –
2024

Creative & Proposal Manager

- Re-conceptualized and re-launched **monthly internal firm-wide newsletter** summarizing professional, personal, and social highlights from six offices
- **Managed firm social media** including LinkedIn and Instagram platforms, collaborating with graphic designers to create branded content and campaigns
- Engaged with executives and design staff to develop **firm and project award submissions**
- Developed stories and edited content for **annual design publication**
- Member of firm's Culture Core Council, **leading in-office and out-of-office team building, community, and volunteer events**

Bulley & Andrews

2021 –
2022

Senior Marketing Coordinator

- **Managed RFP process** on behalf of the firm; working with all team members and executive team to build creative proposals and showcase firm qualifications to prospective clients, creating proposals utilizing Adobe Creative Suite
- Independently **created all marketing materials for out-of-state branch of firm**, including designs of promotional print materials, premium items, and physical brand assets
- Managed **photography of completed projects** and entire firm of over 150 employees including art direction to ensure brand consistency and accurate project representation
- Leader on firm-wide diversity, equity, and inclusion committee, leading strategic planning, **spearheading the creation of a firm-wide newsletter, hosting in-office and off-site events**, and representing the firm at peer industry programs and events

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Out of Office

AMC A-List Member

Amateur Fragrance &
Fashion Writer

Book Club Host

Hand Embroiderer

Pottery Thrower

Yoga & Pilates Practitioner

Stationary Enthusiast

TMP Architecture, Inc.

2020 –
2021

Marketing, Proposal Writer

- Researched industry topics to support leadership presentations at national conferences
- Managed firm proposals in response to RFPs: researched specialty topics, wrote and evaluated proposal-specific content and credentials, partnered with internal firm leadership and external consultants to create firm submission packages using Adobe InDesign
- Successfully ensured the construction and completion of creative content development for design and marketing project workflows, in coordination with respective c-level staff, including external creative work for the firm, internal firm updates, and company events

Integrated Design Solutions

2018 –
2020

Marketing Assistant

- Independently project managed the RFP lifecycle: strategized with all levels of senior staff to generate brand content, steward the collection of proposal materials, manage creation and publishing of presentation package utilizing Adobe InDesign, and managed internal database updates of project information
- Wrote and branded content for all internal and external communications for integrated architecture and engineering firm, including website copy and press releases
- Managed content of company intranet for communication from high-level administration to all staff including updates on ongoing design and construction projects
- Developed social media campaigns and related content, requiring frequent liaison and communication with all departments across the agency

Northwestern University | Board of Trustees Office

2018

Program Administrator

- Compiled and formatted content and digital and print materials of 200+ page books of University updates for all Full Board and Board of Trustees committee meetings
- Hosted annual Board of Trustees meetings including annual Retreat in Scottsdale, AZ, on-campus scheduled events, and ad-hoc meetings for Board of Trustees

Northwestern University | Facilities Management

2016 –
2017

Strategic Program Coordinator

- Developed branding and communications campaign for change management and training materials of University-wide software implementation
- Managed content development for department website, updating University information
- Created templates for standardization of University communications including campuswide work notifications, utilizing Global Marketing branding guidelines
- Planned and hosted national university directors conference, including logistical coordination of presenters, creation of marketing materials, program and document development, and serving as main point of contact for all guests and University partners

Browne & Miller Literary Associates

2016

Masters Intern

- Managed, and evaluated manuscript submissions and book proposals for representation
- Collaborated with agents to provide authors with editorial feedback
- Researched and critically evaluated current market and narrative trends to agents