R I C H A R D   A L L E N

(516) 316-4561 | rsallen88@gmail.com | Fort Lauderdale, FL *(Open to Relocation)* | Portfolio: AIwithRichie.com

PROFESSIONAL OVERVIEW

Certified AI engineer and marketing strategist with 15+ years in DTC and digital growth, holding AI certifications from Microsoft, Google, and Amazon. Combines technical expertise (Python, RAG workflows, embeddings, LangChain workflows) with AI-driven marketing automation, personalization, and analytics. Consistently delivers measurable revenue growth.

WORK EXPERIENCE

RAllen Digital | Founder   April 2019 - Present
- Served 100+ brands, leading cross-functional teams and roadmap for AI/automation workflows
- Engineered AI-powered marketing systems with GPT-4 and Zapier to speed campaign launches
- Developed a RAG demo in Azure PromptFlow with GPT-4 to demonstrate custom knowledge retrieval
- Scaled a brand to $1M/month with 2,360% ROAS through funnel optimization

PetFitness | Founder   January 2024 - Present
- Built AI-powered dog fitness platform (Azure + GPT-4, RAG), leading roadmap and launch
- Acquired 200+ paying customers during pilot launch via personalized AI funnels
- Grew brand to 50,000+ followers through influencer and organic content strategies
- Created and published 300+ AI-optimized SEO articles to drive traffic and leads

Muscle Prodigy | Co-Founder and Chief Marketing Officer   January 2010 - November 2019
- Scaled a digital fitness brand to $3M+ in product sales, bootstrapped by two founders
- Grew to 250K+ monthly visitors and 50K+ customers through multi-channel marketing campaigns
- Released top-ranked fitness apps and music with 400K+ downloads and 5M+ streams
- Sold the business in 2019 following nine years of growth

EDUCATION

University of Wisconsin–Madison – B.A. in Journalism and Mass Communication   2006-2010

CERTIFICATIONS

Microsoft Certified: Azure AI Engineer Associate

Google Certified: Generative AI Leader

Amazon Certified: AI Practitioner

Zapier Certified: Workflow Automation

Google Certified: Analytics (GA4)

SKILLS

AI Tools & Platforms: Azure AI Studio, Google Vertex AI, AWS Bedrock, PromptFlow, LangChain, GPT-4
Applied AI Skills: RAG, embeddings, LLM integration, prompt engineering, generative AI, evaluation
Programming & Data: Python, pandas, NumPy, Flask, FAISS, APIs, SQL, matplotlib
Marketing Tech & Analytics: Zapier, GA4, Shopify, WordPress, ClickFunnels, Meta Ads, Google Ads, ActiveCampaign