

RICHARD ALLEN

(516) 316-4561 | rsallen88@gmail.com | Fort Lauderdale, FL (*Open to Relocation*) | Portfolio: [AlwithRichie.com](https://alwithrichie.com)

PROFESSIONAL OVERVIEW

Certified AI engineer and marketing strategist with 15+ years in DTC and digital growth. Holds AI certifications from Microsoft, Google, and Amazon, along with certification in Ethics of AI. Blends applied knowledge of Python, RAG, embeddings, and LangChain, with strong business strategy to drive responsible, real-world AI adoption.

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 to showcase custom knowledge retrieval with GPT-4
- 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+ 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

University of Helsinki: Ethics of AI

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, Responsible AI

Programming & Data: Python, pandas, NumPy, Flask, FAISS, APIs, SQL, matplotlib

Marketing Tech & Analytics: Zapier, GA4, Shopify, WordPress, ClickFunnels, Meta Ads, Google Ads, HubSpot