

LUCINDA ALLEN

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PROFESSIONAL SUMMARY

Operations leader with 15+ years' experience building systems, managing teams, and driving business performance, including 5+ years leading operations and process design in digital education. As CEO of PositivePsychology.com, I took over from an overwhelmed founder, built the operational infrastructure from scratch, led a 32-person remote team across six functions, and delivered a successful multi-million dollar company exit, exceeding the earn-out profit target by 21%.

I now serve as Integrator for a healthcare startup, designing every operational system on AI-powered agentic workflows in Claude Code, with Python automation and API integrations across 6+ platforms, all built to run with minimal founder involvement from day one.

CORE COMPETENCIES

Skills: Process Optimisation & Systems Design | SOP Development & Documentation | Operational Dashboards & KPIs | Knowledge Management | Business Process Automation | Team Management | Performance Management & OKRs | Hiring, Onboarding & Development | Cross-Functional Coordination | Revenue Operations | Data-Driven Decision Making | Crisis Management

Stack: Claude Code | Custom GPTs | Python | Make | Zapier | ClickUp | Airtable | Coda | Confluence | Klaviyo | Asana | Google Analytics & Search Console

EXPERIENCE

Integrator - Regenerated.com (Jan 2026-Present) *Remote*

Healthcare startup, reporting directly to the founder. All operational systems built on AI-powered agentic workflows via Claude Code, semi-autonomous with human-in-the-loop oversight.

- Designed the end-to-end content production pipeline with quality gates at each stage: research, knowledge base (50+ topics), topic lens distillation, writer briefings, drafting, 7-stage automated AI review, publication
- Built a multi-tool operational stack with zero overlap: ClickUp, Coda, GPTZero, Ahrefs, Consensus.app, each with a defined role and API integrations
- Created 15+ SOPs and operational documents: writing guidelines, content templates, 20+ page review checklist, editorial stance guide, setup guides
- Built Python automation scripts including a candidate scoring algorithm, bulk data uploads with rate-limit handling, and research prompt generation for 35+ topics
- Built the entire writer hiring system: application pipeline, automated scoring, tiered ranking. Currently managing 5-7 freelance writers with structured onboarding and workload systems
- Designed all systems to eliminate founder bottlenecks: writers self-serve via ClickUp, AI handles multi-stage review, knowledge base enables any new hire to produce consistent output without founder direction

Independent Consultant - Uplifted Lab (Jan 2026-Present) *Remote*

Advising digital businesses on operational systems, growth strategy, content operations, and AI-enhanced workflows.

CEO - PositivePsychology.com (Jan 2021- Dec 2025) *Remote*

Digital education platform | 15-20M annual visitors | 700k subscribers | 70k customers | 32 remote team members

Led the entire business across operations, team management, product, content, and growth. Built the operational and commercial foundations that enabled a successful multi-million dollar acquisition in 2023, then exceeded the earn-out profit target by 21%.

Operations & Founder Dependency Reduction

- Took over execution from an overwhelmed founder and systematically built operational independence across all functions
- Built a Confluence knowledge hub with SOPs, workflows, training videos, onboarding and offboarding systems
- Ran company-wide OKRs, quarterly all-hands, and regular 1:1s, creating full visibility without requiring founder involvement
- Led the business through a multi-million dollar acquisition; exceeded earn-out EBITDA target (\$3M target, \$3.63M achieved)

Team Management

- Personally hired ~50 people across content, design, development, product, marketing, and support
- Directly managed 32 remote team members across multiple functions and time zone
- Built hiring processes and automated talent database

Process Optimisation & AI Automation

- Created an Airtable-based editorial CMS managing 1,000+ articles with full visibility across status, quality, and ownership
- Built GPT-based tools that eliminated manual work, reduced product creation costs by ~30%, and automated operations
- Standardised processes through SOPs, templates, and training materials across all departments
- Directed the rebuild of mission-critical systems including checkout, membership, and content infrastructure

SEO, Email & Funnel Expertise

- Built a near-100% organic acquisition model for a site with 15-20M annual visitors, DR 86 (top 1-2% globally), and 80,000 keyword rankings across one of the most volatile periods in SEO history
- Hands-on with email marketing - grew subscriber list from 460k to 687k subscribers while improving list health; maintained elite open rates (50%+) & deliverability across 68M+ annual sends
- Scaled weekly funnel revenue from \$10-15k to \$40-50k at peak; improved revenue-per-visitor by 24% even as traffic declined, through systematic opt-in, sales page, and checkout optimisation

Operational Manager - PositivePsychology.com (Feb 2020) *Remote*

Took over day-to-day execution from a burned-out founder during a critical transition period.

- Absorbed the founder's operational load, restoring clarity and enabling the business to function without founder involvement in daily execution
- Introduced OKRs, briefing templates, and operational processes that remained in use for years
- Created the operational stability that led directly to appointment as CEO

Campaign Media Manager, EMEA - Uber (2016-2019) *Amsterdam*

- Created regional marketing operations processes, standardised workflows, and campaign management tools
- Built toolkits, playbooks, and training materials used by 100+ regional marketers across EMEA
- Led Uber's largest EMEA campaign (26 markets) end-to-end
- Mentored junior team members; selected for a 12-week High Impact Communication course

Campaign Specialist, EMEA - Sonos (2014-2016) *Amsterdam*

Planned and executed multi-market brand campaigns and partnership activations across 7 EMEA markets.

Communications Planning Manager - OMD UK (2012-2014) *London*

Managed McDonald's UK media planning. Doubled ROI for the Breakfast platform over two years.

Planner / Account Assistant - Initiative (2010-2012) *London*

Promoted from intern to planner within one year.

PROFESSIONAL DEVELOPMENT

- **AI Builder Program** - 9x (go9x.com): Building AI workflows, AI agents, and business process automations using Make, Airtable, and Relevance AI
- **Claude Code Workshops**: Agentic AI development, multi-step automated workflows, human-in-the-loop system design
- **High Impact Communication Skills** - Pinnacle Performance (selected by Uber)
- **IPA & IAB Certifications** - Marketing & Digital Strategy

EDUCATION

BA English (First Class Honours) - University of Southampton