

Hello! I'm Ali Bakun.

Creative Director, Marketing Director, Brand Director, Content Director, Brand Storyteller

I'm a conceptual thinker with a love for creative design and marketing strategy. A combination that creates insight-driven campaigns that bring strategically sharp, and emotionally connected concepts to life.

As a strategic leader, I refine ideas, provide clear direction, and solve complex challenges. I thrive in mentoring teams, fostering collaboration, and delivering high-impact results, all while creating positive work environments and providing clarity to C-suite leaders.

Creative Leadership

Proven leader and mentor with experience in department growth, vendor management, and problem-solving. Exceptional communicator and passionate storyteller, focused on driving team success and business outcomes.

Marketing

Experienced in senior leadership teams, GTM strategies, omni-channel marketing, and aligning B2B and B2C business objectives. Expertise in product launch strategies, social media, and client-first marketing approaches.

Brand Strategy and Positioning

Skilled in brand research, strategic vision, positioning, product launches, and activations. Expert in business assessments, content creation, and crafting messaging that resonates with target audiences.

Design & Execution

Proficient in traditional print, packaging, and spatial design, as well as digital experiences including UX/UI design, social media content, digital marketing, and re-marketing campaigns. Experienced in video production, photography, animation, and conceptual storyboarding.

Videography and Photography

Video direction and production, photography direction and editing, animation, and conceptual storyboarding, creating compelling visual narratives that engage and resonate with audiences.

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Director of Marketing, Brand, & Content | Veracity Consulting

April 2023 - Current

- Scaled the marketing department 3x to support corporate and subsidiary brands following a strategic acquisition.
- Led a global rebrand for Veracity's parent company and 3 subsidiaries, unifying brand identity and messaging across a \$644M organization.
- Directed content strategy across intranet, digital channels, social media, print, and events, ensuring alignment with business goals.
- Executed GTM strategies, driving alignment across campaigns, sales enablement, and product launches.
- Simplified the company's value proposition during a pivotal transformation, enabling sales teams to better communicate cross-functional capabilities.
- Delivered integrated marketing strategies, including campaigns, tech partnerships, web-site optimization, and event management.
- Managed marketing budgets and drove cross-department collaboration to align messaging with business objectives.
- Led a team of 6, overseeing creative direction, content development, design, strategy, and project execution.
- Strengthened company culture, boosted sales, and supported investor confidence through clear, actionable marketing solutions.

Creative Director | Freelance Consultant

July 2022 — May 2023

Founded and led a consultancy, delivering end-to-end brand development, marketing strategy, and execution for small to mid-sized agencies & businesses. Developed brand identities, websites, and marketing materials across digital, social, and print.

Creative Director | Cadence Inc.

July — November, 2022

Led marketing for a creative agency specializing in event production and fabrication, supporting clients like Cracker Barrel and Jim Beam. Directed event brand strategy and execution, overseeing video, environmental design, and marketing materials.

Director of Marketing | Peepers

December 2020 - July 2022

- Served on the Senior Leadership Team (reporting to CEO) as the marketing lead, driving wholesale and DTC go-to-market strategies.
- Built and led the marketing department, hiring and mentoring a team to support business growth.
- Owned a \$600K marketing budget, overseeing brand and creative direction across all channels.
- Partnered closely with product, sales, distribution, and e-commerce teams to align marketing strategies with business goals.
- Led multi-channel campaigns, including influencer marketing, sales enablement, wholesale training and point-of-sale, and seasonal launches.
- Developed brand identity and ensured a cohesive customer experience across digital, retail, and wholesale touchpoints.
- Collaborated with cross-functional teams to execute strategic campaigns that drove revenue and brand awareness.

Associate Creative Director | ES99

Chicago, IL. July 2019 - December 2020

- Led creative strategy and execution for B2B and B2C campaigns at a startup agency.
- Managed and mentored designers, driving career growth and client visibility.
- Directed brand development, sales enablement, digital, paid media, & content creation.
- Collaborated with account and strategy teams on project frameworks and SOW.
- Streamlined client acquisition, onboarding, and workflows to support agency growth.

Associate Creative Director | Aisle Rocket Studios

Chicago, IL. December, 2014 - July, 2019

Promoted from Art Director and Senior Art Director

- Led creative direction for omni-channel campaigns, focusing on product launches for top brands like JennAir and KitchenAid.
- Managed & mentored a design team, ensuring seamless execution of creative strategies.
- Directed creative across digital, print, and in-store channels, including video & photo
- Developed in-store experiences and POP displays to enhance brand engagement.
- Presented compelling concepts, ensuring alignment with brand goals and vision.

Digital Designer | ULTA Beauty

Bolingbrook, IL. August - December 2014

Delivered elevated design and content solutions for ULTA Beauty's website, email campaigns, social media, and CRM initiatives.

Graphic Designer | Assurance Agency

Schaumburg, IL. October 2012 - August, 2014