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Alison Bakun

# Brand-Led Growth & Marketing Executive

I began my career in design and grew into senior marketing leadership, evolving from visual execution into enterprise strategy. Across brand, digital, experiential, product, retail, B2B, and DTC environments, I've developed a real-world understanding of how marketing earns its place at the table.

I've led global brand transformation, shaped go-to-market strategy, and influenced enterprise pipeline across private and public organizations. I operate as a connector—aligning creative direction with strategic priorities and helping teams articulate who they are, what they offer, and how it should show up in the market.

## Core Expertise

- Brand Strategy & Positioning
- Go-to-Market & Growth Leadership
- E2E Product, Retail, & Channel Marketing
- Digital Commerce & Experience Design
- Sales Enablement & Revenue Alignment
- Experiential & Brand Activation
- Marketing Operations & Team Building
- Creative Direction & Execution
- B2B & DTC Growth Environments

## Director of Brand, Marketing & Content | RGP (Nasdaq: RGP)

*April 2023 - Present*

*Enterprise marketing leader driving global brand transformation, partnership strategy, and commercial alignment for a publicly traded consultancy following acquisition integration.*

- Lead enterprise brand transformation and integration across parent and subsidiary entities, partnering with the CSxO, CMO, and executive leadership to shape global positioning, SaaS partnership strategy, and cross-functional go-to-market alignment.
- Create measurable commercial impact: \$98.6M+ in tagged opportunities, \$16.9M closed-won revenue, and \$1.4B influenced pipeline through integrated GTM execution, sales enablement, and account-based activation.
- Lead ABM initiatives across priority enterprise accounts (Google, Amazon, J&J, Pfizer, Gilead and others), partnering with sales to shape cross-sell and upsell strategy, refine value propositions, and strengthen executive-level engagement.
- Oversee global creative strategy, content, and campaign execution across digital, intranet, and experiential channels.

## Founder | Independent Marketing & Creative Advisor

*July 2022 — May 2023*

Partnered with growth-stage B2B and SaaS companies to define brand strategy while directing full-spectrum creative execution across channels.

## Creative Director | Cadence Inc.

*July — November, 2022*

Owned creative direction and brand strategy for a national experiential agency serving enterprise clients including Cracker Barrel, PepsiCo, and Jim Beam, aligning execution with business development to accelerate enterprise growth.

## Director of Marketing (Enterprise Marketing Lead) | Peepers

*December 2020 - July 2022*

*Senior leadership team member reporting to the CEO with full ownership of brand and commercial marketing strategy for a ~\$36M omnichannel consumer business.*

- Built and led the marketing organization from the ground up, establishing scalable processes, operating rhythms, and cross-functional alignment across digital, product, wholesale, and sales. Managed a \$700K budget directly tied to revenue growth and brand expansion.
- Partnered with the CEO on brand positioning, portfolio strategy, and long-term growth planning—aligning marketing investment to enterprise priorities.
- Re-architected wholesale retail strategy, leading display redesign and vendor optimization efforts that doubled display-driven sales within three months.
- Identified conversion inefficiencies in product presentation and led a cross-functional product photography transformation — institutionalizing a repeatable content production model that materially increased digital conversion and revenue performance.
- Helped steward the brand's continued presence within Oprah's Favorite Things through coordinated promotional strategy, digital amplification, and brand consistency across channels.
- Drove integrated omnichannel go-to-market execution across DTC and wholesale, ensuring synchronized product launches, retail enablement, and performance marketing to expand market share.

## Associate Creative Director | ES99

*Currently Impact Networking*

*Chicago, IL. July 2019 - December 2020*

Led and executed brand development and integrated marketing initiatives for mid-sized clients across tech, financial services, and professional industries. Directed a team of designers while remaining hands-on in concept development, visual systems, and campaign execution as the firm evolved from brand consultancy to full-service marketing partner.

## Associate Creative Director | Aisle Rocket Studios

*Chicago, IL. December, 2014 - July, 2019*

*Promoted from Art Director and Senior Art Director*

Led design and art direction for omni-channel brand and activation initiatives for Fortune 500 clients including JennAir, Kenmore, and KitchenAid, directing product launches, retail and experiential environments, packaging, and integrated campaigns across digital and physical channels.

Oversaw photography and video shoots in partnership with product and sales teams, shaping visual systems and experiential storytelling to support brand growth and sales enablement—including award-winning experiences at the Chicago World of Whirlpool.

## Digital Designer | ULTA Beauty

*Bolingbrook, IL. August - December 2014*

## Graphic Designer | Assurance Agency

*Schaumburg, IL. October 2012 - August, 2014*