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Alison Bakun

Brand Strategy, Marketing, and Creative Executive

Brand and marketing leader with 15+ years of experience across B2B, consumer, agency and in-house environments. Combines brand strategy, creative direction and go-to-market leadership to turn businesses into clear, differentiated stories and those stories into campaigns, content and experiences that drive growth.

Career Highlights

- Influenced \$1.4B+ in qualified pipeline and \$150M+ in marketing-sourced opportunities through integrated brand, content, and demand generation strategies—all within the first year of leading the function
- Led enterprise brand transformation, unifying four organizations under one global brand and repositioning the business for its next stage of growth
- Built and scaled marketing functions from the ground up, hiring multidisciplinary teams and creating the foundation for lasting impact
- Partnered directly with CEOs and executive leadership to shape brand strategy, market positioning, and company transformation
- Led brand strategy and creative for organizations including Google, Pfizer, Toyota, Mercedes-Benz, PepsiCo, Adidas, RGP, JennAir, KitchenAid, Caesarstone, Cracker Barrel, and many more

Areas of Expertise

Brand Strategy & Creative Leadership
Brand Strategy • Positioning • Messaging Architecture • Brand Systems • Creative Direction • Executive Communications • Storytelling

Growth Marketing & Strategy
Go-to-Market Strategy • AI Adoption & Marketing Operations • Account-Based Marketing • Revenue Marketing • Sales Enablement • Content Strategy • Digital Marketing

Business Transformation
Brand Transformation • M&A Integration • Change Comms • Executive Partnership • Org. Alignment • Cross-Functional Leadership

Consumer & Retail Experience
Shopper Marketing • Retail Experience • Product Launches • Ecommerce • Packaging • Omnichannel Marketing • Experiential Marketing

Senior Director of Brand, Marketing & Content | RGP (Nasdaq: RGP)
April 2023 — Present | Promoted from Director, Brand, Marketing & Content
Lead global brand, creative, content, and marketing for a publicly traded professional services firm, partnering with executive leadership to enhance market positioning and drive growth.

- Led enterprise brand transformation, unifying four organizations under one global brand.
- Influenced \$1.4B+ in qualified pipeline, \$150M+ in marketing-sourced opportunities, and \$16.9M in closed-won revenue through integrated marketing, ABM, and thought leadership.
- Built and led an integrated brand, content strategy, and creative team, mentoring writers and designers while directing campaigns, thought leadership, executive communications, digital experiences, and sales enablement.
- Partner directly with executive leadership to shape positioning, launch new capabilities, and support acquisitions.
- Introduced AI into content, creative, and marketing workflows to improve speed, quality, and team efficiency.

Independent Brand & Marketing Consultant
July 2022 — May 2023
Partnered with growth-stage consumer, SaaS, and B2B organizations to define brand positioning, sharpen go-to-market strategies, and build marketing foundations designed to scale with the business.

Creative Director | Cadence Inc.
July — November, 2022
Led Cadence’s brand and marketing while serving as Creative Director for enterprise experiential programs.

- Developed the agency’s positioning, marketing strategy, social presence, and new business materials.
- Partnered with business development on RFPs, pitches, and strategic pursuits.
- Directed experiential activations, training programs, and branded experiences for Mercedes-Benz, PepsiCo, Jim Beam, Addidas, Cracker Barrel, and more.

Director of Marketing (functioned as CMO; reported to CEO) | Peepers
December 2020 — July 2022
Recruited to build the company’s marketing organization and support rapid wholesale expansion.

- Built the company’s marketing organization, establishing the team, operating model, agency partnerships, and marketing strategy.
- Led brand strategy and creative direction across seasonal campaigns, product launches, retail marketing, packaging, photography, and wholesale experiences.
- Doubled wholesale display sales in under three months through redesigned merchandising and retail experiences.
- Managed a \$700K marketing budget while advising executive leadership on brand strategy and long-term growth.

Associate Creative Director | ES99 (Now Impact Networking)
Chicago, IL. July 2019 — December 2020
Helped businesses define who they were through brand strategy, identity, websites, and integrated marketing.

- Led brand development for startups, mid-market, and enterprise organizations across multiple industries including technology, professional services, lifestyle, financial services, and more.
- Created brand systems spanning positioning, messaging, visual identity, websites, presentations, and marketing campaigns.
- Mentored designers while helping shape creative operations, agency workflows, and new business initiatives.

Associate Creative Director | Aisle Rocket Studios
Chicago, IL. December, 2014 — July, 2019
Promoted twice while leading shopper marketing and retail brand experiences for Fortune 500 clients including JennAir, KitchenAid, Kenmore, and Whirlpool.

- Led creative development across retail environments, merchandising, packaging, experiential activations, photography, video production, and showroom design.
- Created award-winning shopper marketing experiences that strengthened brand presence and influenced purchase decisions across retail channels.
- Partnered with product, sales, and marketing teams to bring integrated campaigns to life from concept through in-store execution.
- Mentored designers while leading cross-functional creative teams on large-scale national programs.

Digital Designer | ULTA Beauty
Bolingbrook, IL. August — December 2014

Graphic Designer | Assurance Agency
Schaumburg, IL. October 2012 — August, 2014