ALLISON BANKS

Encinitas, CA | (858) 336-3928 | allison.banks@mac.com | allison-banks.com

Innovative and results-driven creative professional with 15+ years of experience transforming visions into standout campaigns, elevating brand identities, and driving measurable success. Known for blending strategic insight with bold creativity. Specializing in crafting compelling narratives, leading cross-functional teams, and shaping marketing strategies that resonate with audiences. A collaborative leader with a passion for unlocking potential in both ideas and people, I thrive in dynamic environments where creativity, strategy, and execution align to deliver impactful results.

AREAS OF EXPERTISE

- Strategic Planning & Creative Direction
- Brand Development & Messaging
- B2C & B2B Marketing
- Digital Advertising & Social Media
- Client Relationship Development
- Cross-Functional Team Leadership
- CRM & Lead Generation
- Event & Trade Show Management
- Website Design & UX
- SEO & SEM Optimization
- Print Layout & Design
- Reporting & Analytics

PROFESSIONAL EXPERIENCE

Adamo – Vista, CA
Marketing Director | July 2023 – Nov 2024

- Drove growth across four distinctive brands by designing and executing tech-savvy print and digital campaigns, boosting lead conversions by 4x.
- Led a comprehensive corporate rebrand, developing cohesive brand guidelines and delivering a company-wide brand launch package that unified messaging and visual identity across national offices.
- Streamlined production workflows through the reconfiguration of CRM and project management software and the implementation of new departmental SOPs, achieving a 30% increase in organization and efficiency.
- Partnered closely with C-Suite and department leaders to ensure marketing strategies aligned seamlessly with broader business goals.
- Directed cross-functional teams and managed external vendors to deliver high-quality projects on time, on budget, and on brand.
- Championed sales enablement and lead generation strategies, resulting in measurable pipeline growth and enhanced revenue opportunities.
- Supported the RFP/RFQ submission process, ensuring timely and compelling responses that align with client needs and company capabilities.

B-Hive Creative – Encinitas, CA
Owner & Marketing Consultant | Jan 2013 – July 2023

- Self-driven entrepreneur who successfully managed all aspects of a creative consultancy, helping clients transform their brands with cohesive marketing strategies spanning logo design, web development, and event coordination.
- Leveraged a wide skill set and adaptability to juggle multiple projects and deadlines across diverse industries, consistently delivering high-quality results.
- Created production-ready assets for digital and print, including packaging, email campaigns, and social media, tailored to meet unique client needs and objectives.
- Consult with clients to effectively communicate and amplify their brand story, transforming their ability to effectively market and sell their products and services.

Ampersand Skin– Greensboro, NC (Remote)
Creative Director (Contract) | Apr 2018 – Mar 2021

- Played a pivotal role in the startup and launch of the brand by developing a comprehensive go-to-market strategy and cohesive brand identity, resulting in features in major publications like *Marie Claire*, Allure and *Forbes*.
- Designed marketing materials across digital and print, including award-winning trade show experiences that elevated brand presence.
- Reported campaign performance and analytics to the Board of Directors, ensuring data-driven decision-making and continued growth during critical early stages.

In-Flight Media Associates, Inc. – Carlsbad, CA
Associate Producer & Production Manager | Feb 2009 – Jun 2012

- Brokered deals with major airlines and secured premium media placements, driving significant revenue growth for global and national brands.
- Executed unique campaigns and produced in-flight content that engaged over 1M global passengers daily, all within a rigorous 30-day production cycle and under aggressive timelines.
- Managed client relationships from onboarding to campaign execution, leveraging creative problem solving and organizational skills to overcome challenges and deliver customized, high-impact solutions.

COMMUNITY AND NONPROFIT LEADERSHIP

Encinitas Educational Fund (EEF) – Encinitas, CA
Board of Directors | Aug 2021 – Present

- Organized and executed large-scale fundraising events for district-wide art and STEM Programs, boosting community engagement, exceeding goals by 40%.

El Camino Creek PTA – Carlsbad, CA
President & VP | Aug 2015 – Aug 2021

- Managed a six-figure budget and coordinated over 26 educational programs annually.
- Created communication strategies to connect parents, staff, and the broader community.

EDUCATION

San Diego State University – San Diego, CA
B.A. Graphic Design with Marketing emphasis, Dean's List Recipient | 2005

TOOLS & SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign), HubSpot, Monday, Zapier, Salesforce, MailChimp, WordPress, Shopify, WiX, Squarespace, Google Analytics, Canva, Microsoft (Teams, Excel, Word, Powerpoint).

Soft Skills: Creative problem-solving, self-starter, servant leadership, empathy, emotional intelligence, communication, adaptability, team enablement, strategic thinking, tenacity, quick-learner, fast-paced, inclusivity, cultural awareness, energetic presence, creative execution, scrappy.