

ALLIE POIRIER

BRAND STRATEGIST | MARKETING EXECUTIVE | ORGANIZATIONAL GROWTH

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I HELP ORGANIZATIONS TURN STRATEGY INTO MEANINGFUL GROWTH.

For nearly two decades, I've helped organizations grow, evolve, and connect with the people who matter most to their business. My experience spans brand and marketing strategy, integrated campaigns, experiential marketing, and the systems that bring it all together.

I've built teams, developed brands, led large-scale programs, and created marketing infrastructure from the ground up. I believe great strategy matters, but what happens next matters just as much. I enjoy both the big-picture thinking and the hands-on work it takes to make things happen.

EXPERTISE

Brand & Marketing Strategy • Integrated Marketing • Go-to-Market Strategy • Event & Field Marketing • Experiential Marketing • CRM & Marketing Operations • Customer Lifecycle & Engagement • Consumer Insights • Audience Acquisition & Recruitment • Marketing Analytics & Reporting • AI-Enabled Marketing Workflows • Digital Experience • Cross-Functional Leadership • Event Production & Vendor Management • Team Development

SELECTED IMPACT

Transformed Organizations.

Helped grow Aspen Dental from fewer than 100 locations to nearly 800 nationwide, building the internal brand organization and supporting national expansion.

Turned insight into growth.

Guided strategy across Procter & Gamble's global portfolio, connecting consumer behavior, retail evolution, and integrated marketing to business objectives.

Created Experiences That Drive Growth.

Led recruitment and experiential marketing programs for audiences of 50 to 2,000, helping Aspen Dental attract future practice owners and expand its national footprint.

Built Marketing Infrastructure.

Developed the marketing foundation for Soul Seated, including go-to-market strategy, digital engagement, CRM processes, reporting, and AI-assisted operational tools.

PROFESSIONAL EXPERIENCE

Head of Marketing

SOUL SEATED | 2025 - PRESENT

Lead marketing strategy, digital engagement, and go-to-market execution for a nonprofit developing a new approach to emotional wellbeing for emerging adults. Building the marketing infrastructure, programs, and tools needed to support recruitment, engagement, and organizational growth.

- Develop and execute integrated marketing and recruitment strategies across digital, social, email, community outreach, and in-person experiences.
- Lead CRM and marketing operations, including HubSpot configuration, contact management, reporting dashboards, and participant engagement tracking.
- Build AI-assisted digital tools and mobile-friendly web interfaces that streamline program operations, support CRM workflows, and improve data collection and reporting.
- Partner with executive leadership and cross-functional teams to develop audience journeys, lifecycle communications, and scalable marketing programs aligned with organizational goals.

VP, Creative Director / Senior Director **FUTUREBRAND (formerly ChaseDesign) | 2019–2025**

Led brand strategy, integrated marketing, and multidisciplinary teams for global consumer brands, translating business challenges and consumer insights into strategies that drive growth.

- Guided brand and marketing strategy across P&G's global portfolio, connecting consumer insights, shopper behavior, and business objectives.
- Led integrated campaigns and brand experiences across retail, digital, and physical environments, including Target, Walmart, and other major retailers.
- Partnered with senior client stakeholders to shape positioning, innovation, and go-to-market strategies across complex, multibrand initiatives.
- Led and mentored multidisciplinary teams across strategy, creative, production, and account leadership, connecting big-picture thinking to execution.

Director, Brand Design / Sr. Brand Designer **THE ASPEN GROUP | 2008–2019**

Helped transform Aspen Dental from a regional organization into a nationally recognized healthcare brand, leading integrated marketing, brand experiences, recruitment initiatives, and the development of an internal brand organization during significant national expansion.

- Supported Aspen Dental's growth from fewer than 100 to nearly 800 locations through national marketing, brand development, and customer experience initiatives.
- Led recruitment and experiential marketing programs for audiences ranging from 50 to 2,000, designed to build relationships with doctors, drive practice ownership, and support business expansion.
- Managed end-to-end event strategy and execution, including programming, venue scouting, site visits, production, vendor partnerships, budgets, and on-site operations.
- Led immersive branded experiences, including Aspen Dental's Nashville leadership retreat, recognized with the 2016 Music City Brand Champion award.
- Built and led the internal brand organization, partnering with executive leadership, operations, recruitment, and external agencies on integrated marketing and business growth initiatives.
- Led the WellNow Urgent Care rebrand and launch while supporting additional healthcare portfolio initiatives.

TECHNOLOGY & PLATFORMS

HubSpot CRM & Breeze Assistant • ChatGPT & Custom GPTs • Claude • Gemini & Custom Gems • AI-Assisted Web Development • Marketing Dashboards & Reporting • Adobe Creative Cloud

LEADERSHIP & RECOGNITION

Momentum Worldwide DE&I Creative Leadership Panelist
2016 Music City Brand Champion
Ragan Employee Communications Awards
Speaker & Executive Workshop Facilitator

EDUCATION

Savannah College of Art and Design
MA, Advertising & Design

State University of New York at Plattsburgh
BA, Photography, Art History