

Katie Allen

Brand and Growth Marketing Executive

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Geneva, IL · Remote or Hybrid

Summary

At MediRoutes, own the full revenue funnel and cut customer acquisition cost nearly 90%. Co-led ModuleQ's pivot to financial services and built the campaigns behind its Barclays and Wells Fargo wins. At Hitachi Solutions, secured over \$1.25M in Microsoft partner funds and merged four teams through an acquisition with 100% retention. Coined and trademarked the Unprompted AI™ category. Came up through design, and still designs identities and builds AI tools.

Experience

MediRoutes | Director of Growth and Marketing

Jan 2026 - Present · Remote

B2B SaaS platform for the non-emergency medical transportation (NEMT) industry. Hired full time after three months as fractional CMO (Oct 2025 - Dec 2025). Own the full revenue funnel: marketing, sales, customer success and revenue operations, with a team of three plus agency and freelance partners.

- Cut customer acquisition cost nearly 90%, from over \$5,000 in 2025 to under \$600 in 2026 to date, by adding SEO, content and partner referrals to a Google Ads-only budget.
- Built a lead qualification process and rebuilt the sales funnel so only qualified deals reach the pipeline, lifting the win rate above 55%.
- Cut logo churn 32% year over year, beating target, by leading onboarding and retention work across customer success, product and support.
- Made MediRoutes the most cited NEMT software site in AI search answers (HubSpot answer engine optimization testing, October 2026) with Claude-built SEO page templates and AI-scaled content, plus real-time HubSpot reporting inside Claude.
- Rebuilt Google Ads into the best-converting channel: more than half its leads become qualified deals.
- Designed the trade show booth that won Best in Show at NEMTAC 2026.

Independent Consultant | Fractional CMO and Creative Director

Sep 2025 - Dec 2025 · Remote

Fractional marketing and creative leadership for B2B firms.

- As fractional CMO for Reimagine Consulting, wrote the positioning and value proposition its leadership adopted for its website and sales materials.
- Directed and designed brand and creative for Rep Cap's B2B clients (X Team, Outsolve, Radical), and ran content strategy and the WordPress build for Press Ganey's website through Plimsoll.

ModuleQ | Director, Brand and Marketing

Jul 2021 - Aug 2025 · Remote

AI software that delivers timely, personalized insights to bankers and investment professionals, sold direct and through LSEG. Head of marketing, reporting to the CEO.

- Co-led a full go-to-market pivot with the CEO, from general knowledge workers to financial services, rebuilding the ideal customer profile, positioning and messaging for banks and investment firms.
- Built the account-based campaigns and deal materials for the Barclays and Wells Fargo wins, both enterprise sales through large buying committees.
- Led sales enablement for a distribution partnership with the London Stock Exchange Group (LSEG), giving its sellers the positioning, training and tools to sell ModuleQ as LSEG AI Alerts.
- Coined and trademarked Unprompted AI™ to define a new category, and designed and launched the brand identity (logo, visual system and voice) in under eight weeks, the core of the sales story.
- Lifted sales development rep (SDR) first-call bookings nearly 10x in three months with a one-to-one account-based marketing (ABM) program for financial services accounts.
- Reached first-page rankings for key AI search terms within six months, starting from zero.
- Directed a design system that carried the new brand into the product UI, so the website, sales materials and AI features looked and spoke as one.

Hitachi Solutions (acquired Capax Global) | Director, Brand and Marketing Strategy

Jan 2019 - Jul 2021 · Remote

Director, Brand and Creative, Capax Global, Oct 2017 - Dec 2018, before its acquisition by Hitachi Solutions. Microsoft systems integration partner for enterprise digital transformation. Led brand and marketing for the Americas, in step with Hitachi's global brands.

- Merged four teams into one team of 12 (industry marketing managers, marketers, designers, writers and engineers) during the Capax acquisition, and kept all 12 until leaving in July 2021. Ran a \$2M+ budget.
- Secured over \$1.25M in Microsoft Marketing Development Funds (MDF) by building a joint go-to-market plan with Microsoft, then ran the funded programs and reported ROI to Microsoft's executive leadership.
- Led the brand integration of Capax Global after its acquisition by Hitachi Solutions, moving messaging, identity, website and customer communications to the new brand six months ahead of schedule, without losing a customer or partner.

- Rebuilt the marketing technology stack (an audit of existing tools, then 13 new platforms across CRM, automation, ABM and analytics) and built the account-based marketing program on top of it, which grew business within key accounts.
- Cut creative production time by more than half with a new brand design system.

Paylocity | Senior Marketing Designer and Brand Manager

Sep 2016 - Sep 2017 · Schaumburg, IL (Hybrid)

Publicly traded payroll and HR software company.

- Wrote and designed the refreshed Paylocity brand strategy and visual identity guidelines, covering the parent brand and its full product portfolio.
- Wrote and illustrated the sales training course every new Paylocity seller took.

Boeing | Art Director

Sep 2013 - Sep 2016 · Chicago, IL (Hybrid)

- Art directed and designed Boeing Frontiers, the company magazine, with a circulation over 200,000.
- Served on Boeing's Brand Steering Committee as its youngest Brand Focal, upholding global brand standards with the Brand Champion team.
- Led the Digital Asset Management (DAM) steering committee that gave Boeing teams worldwide one source of approved brand assets.

Earlier | Design Foundation

- **Lead Designer**, Frey Design Group · Jan 2013 - Aug 2013 · Roselle, IL
- **Graphic Designer**, Culture22 · Feb 2012 - Jan 2013 · Schaumburg, IL
- **Associate Designer**, Fleishman-Hillard · Aug 2011 - Feb 2012 · St. Louis, MO

Agency and in-house design before brand leadership: packaging and retail displays, client websites and apps, trade show booths and pitch presentations.

Core competencies

Brand Strategy and Creative: Brand Strategy and Architecture, Category Creation, Positioning and Messaging, Visual Identity Systems, Brand Governance, Creative Direction, Design Systems.

Go-to-Market and Growth: Go-to-Market Strategy, Demand Generation, Account-Based Marketing (ABM), Partner and Channel Marketing, Sales Enablement, Customer Acquisition Cost (CAC) Reduction, Lifecycle and Retention Marketing.

Revenue Operations: Marketing and Revenue Operations, Lead Qualification and Funnel Design, MarTech Stack Architecture, Pipeline and KPI Reporting, Paid Search.

AI and Search: AI-Enabled Marketing Workflows, Answer Engine Optimization (AEO), SEO, AI Tool Building.

Leadership: Team Building and Retention, Post-Acquisition Brand and Team Integration, Budget Ownership, Agency and Vendor Management, Cross-Functional Leadership, Executive Presentations.

Tools

Marketing, CRM and CMS: HubSpot (every hub, plus HubDB), Salesforce, Adobe Marketo, Microsoft Dynamics 365, WordPress.

AI: Claude (including the HubSpot MCP), ChatGPT, Gemini, Midjourney.

Design: Adobe Creative Cloud, Figma.

Paid Media and Analytics: Google Ads, LinkedIn Ads, Google Analytics, SEMrush.

Education

Bachelor of Fine Arts, Design · Missouri State University

Certifications

- Anthropic: AI Fluency, Claude Code in Action, Introduction to Model Context Protocol
- HubSpot: Marketing Software, CMS for Marketers

Recognition

- Best in Show, NEMTAC (2026)
- Modern Marketing IMPACT Award Finalist, Microsoft Partner Awards (2020)
- Top 50 in Digital Marketing Excellence, Fifty Five and Five (2020)