

ALLISON M. LAFON

MARKETING LEADER

CONTACT



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PROFESSIONAL SUMMARY

Enterprise marketing leader with 20+ years of experience integrating strategy, creative, media, and operational systems inside complex, high-scale organizations. Proven ability to translate business objectives into unified marketing campaigns and build the structures, measurement frameworks, and resourcing models required to execute them profitably and consistently. Proficient at aligning cross-functional teams around shared goals while driving clarity, accountability, and measurable growth.

EXPERIENCE

February 2020 - January 2026

Director - Solutions, Insights, Activation

The Home Depot, Atlanta, GA

- Synthesized brand priorities into cohesive creative strategies, ensuring visual and narrative execution directly supported enterprise business objectives
- Partnered with senior leadership to forecast campaign investment with seasonal revenue and category growth targets
- Oversaw creative production and agency investment, optimizing allocation across brand, seasonal, and product initiatives
- Built the company's first enterprise creative measurement framework, linking campaign performance to business KPIs and influencing future investment allocation
- Developed, implemented and continually optimized creative processes as business needs evolved
- Identified and adopted new technologies and agile methodologies that reduced timelines and encouraged in-house creative development
- Collapsed siloed channel-based creative teams into a centralized omnichannel structure serving 200+ associates, eliminating duplicate briefs and resolving conflicting timelines

September 2014 - February 2020

Senior Manager - Brand Creative

The Home Depot, Atlanta, GA

- Directed end-to-end creative strategy and production for a multi-channel portfolio, guaranteeing on-time delivery of best-in-class campaigns
- Served as primary Brand Steward, ensuring brand alignment and visual consistency for across The Home Depot's brand assets
- Optimized fiscal performance by overseeing annual creative production budget

November 2012 - September 2014

Manager - Broadcast Creative

The Home Depot, Atlanta, GA

- Guided creative development for marketing strategies across 15 departmental categories, turning merchandising strategies into traffic driving campaigns
- Orchestrated end-to-end creative for Spring and Holiday seasonal events
- Developed The Home Depot's inaugural Audio Brand Standards, codifying a signature sonic identity to ensure seamless brand recognition across in-store,

radio, podcasts, and digital streaming

August 2010 - November 2012

Account Director - Sony Mobile

iris Worldwide, Atlanta, GA

- Led channel marketing initiatives for Sony Mobile, managing wireless launches and accessory promotions across Tier-1 retail and carrier partners

August 2009 - August 2010

Account Supervisor - Shoe Carnival

22 Squared, Atlanta, GA

- Oversaw all national advertising and integrated marketing initiatives, aligning creative execution with the company's retail sales goals
- Architected the brand's first social media roadmap, launching official channels and developing a content strategy that successfully captured new consumer demographics

May 2004 - August 2009

Account Executive - AT&T, Cingular Wireless

BBDO Atlanta, Atlanta, GA

- Directed end-to-end creative execution for AT&T's national advertising portfolio, tailoring high-impact campaigns for Device, Network Quality, Prepaid, Hispanic, and Youth segments
- Developed creative campaigns for flagship mobile launches, including the Motorola RAZR and the first-generation Apple iPhone
- Managed conversion of the Cingular Wireless brand to AT&T, overseeing the migration of national advertising portfolios and retail identity standards

EDUCATION

Bachelor of Business Administration in Banking and Finance

The University of Mississippi, MS