ALLISON FELT

allisonfelt@gmail.com • 650-862-0705 • San Francisco, CA • Linkedin

Integrated marketing and GTM leader with a creative lens, experienced in shaping positioning, launching technology products, and translating complex insights into compelling campaigns across product, creative, sales, and engineering.

EXPERIENCE

Jun-23 – Current

Apple — Cupertino, CA

Communications Lead, Apple Education

- Own GTM strategy and positioning for Apple Education across Mac and iPad (3M+ units), defining customer segments, value propositions, and messaging frameworks that drive product adoption and engagement.
- Partner across Research, Finance, Enterprise, Sales, Enablement, and Product to translate customer and field insights into product priorities, positioning, and launch rollout decisions.
- Develop executive narratives that synthesize customer research, sales insights, and usage data to refine positioning and inform strategy across K-12 and Higher Education segments.
- Identified a gap in product understanding and spearheaded development of a new 4-week enablement program ("Elevate") to drive consistent product narratives and sales execution; resulted in 24% average knowledge lift and earned the organization's 2025 Impact Award (selected from 500+ candidates).
- Manage four Career Experience team members from Apple Retail to support early-career development.

Marketing Design Producer, Retail + Packaging (Contract)

- Led global integrated launch execution for Apple Retail Design, developing campaign briefs and creative across in-store, web, social, and paid channels.
- Partnered across Brand, Industrial Design, Legal and creative teams on global product and cultural launches, including 2023 Black History Month and Pride watch band campaigns.
- Drove packaging localization consolidation for AirPods, reducing European distribution complexity and delivering ~$15M in cost savings while lowering environmental impact.

Google — Mountain View, CA Jan-23 – Jun-23

Program Manager, Chromebooks (Contract)

- Launched a new in-product Explore experience to drive discovery of education-optimized Chromebook apps, defining content strategy and success metrics to increase engagement.
- Developed content and partner campaigns with Adobe and NVIDIA, including co-marketing Perk deals, to accelerate adoption of priority apps. Iterated based on UX feedback and engagement data.

Amazon Web Services — London, United Kingdom Jul-22 – Sep-22

Product Marketing Consultant (MBA summer)

- Conducted market and ecosystem analysis of 1,000+ Web3 startups across EMEA to inform AWS marketing and investment strategy; built taxonomy and weighted evaluation framework to guide prioritization decisions.

Stanford Graduate School of Business — Stanford, CA Feb-19 – Jun-21

Manager of Creative Production & Strategic Projects

- Promoted to oversee content strategy and production for the team's highest investment channels: YouTube and Stanford Business magazine. Led 5 producers and ~20 freelancers, reaching a combined audience of 4M.

Marketing Operations Manager

- Increased video production by 3X through improved outreach, boosted email open rates by 80% through audience data analysis. Produced first-ever digital Stanford Business magazine with 98% positive ratings.
- Operationalized creation of ~15-20 pieces of content per month for web, video, email, print, and social. Initiated and launched new faculty video series to target untapped audience segment.

EDUCATION

University of Oxford — Oxfordshire, England 2021-2022

MBA, Master of Business Administration at Saïd Business School

- Design Director for Technology Network, CMO of Oxford Strategy Review student journal

Whitman — Walla Walla, WA, USA 2010-2014

BA, Major in Fine Arts and Minor in Chinese language

- GPA: 3.7 — Cum Laude Award and 1 of only 3 students selected by department faculty for Distinction

ADDITIONAL INFORMATION

- Photographer and creative maker. Exhibited internationally (Melbourne, Taipei, London)
- Endurance athlete, 2x full Ironman finisher, marathon runner, first boat on competitive rowing team at Oxford
- Lived in 6 different countries over 5 years post-undergrad, thrives in ambiguity and new environments