

/ ELLEN LOUGHLIN

Director of Digital Marketing at Adlumin Inc.



Ellen Loughlin is the Director of Digital Marketing at Adlumin, a cybersecurity technology firm that focuses on revolutionizing how corporate organizations secure sensitive data and intellectual property while achieving their compliance objectives through its security and compliance automation platform. She is responsible for marketing and advertising strategies, vendor and association partnerships, and brand management.

Before Adlumin, Loughlin started her marketing career working at a healthcare company for five years that serviced Federal employees in the DoD, State Department, and Intelligence Agencies. She was also the lead graphic designer for the Independent Community Bankers of America (ICBA). She worked on various marketing and communication outreach, advocacy, and event projects that serviced the community banking industry.

In 2013, Loughlin started her own freelance company, Five Eleven Creative, based out of the DC area. Loughlin provided graphic design services and strategic business and marketing strategies to a diverse client base, including hotels, restaurants, sports broadcasters (NHL), pharmaceutical and tech companies, and more.

Since joining the company, Loughlin has built a dynamic marketing and communications team from the ground up. She also utilized her brand and design experience to co-rebrand Adlumin's logo and brand standards. Loughlin's team has led the charge on some of Adlumin's biggest wins, such as ranking No. 170 on the 2021 Inc. 5000 List of Fastest-Growing Private Companies in America.

Ellen studied at the University of Maryland, College Park. From 2015-16, Loughlin studied Advanced Graphic Design, Brand Identity, and Print Design at Sessions College for Professional Design.