

Cosiv Media Background

Creative Design | Branding | Commercial Media

allison@cosiv.media | LinkedIn/abratsch | Based: NYC Metropolitan Area



Website

www.cosiv.media

Key Skills

- Branding & Visual Identity
- Creative Design
- Typography & Layout
- Website & Application Design
- Brand Storytelling
- Commercial Media
- Creative Strategy
- Creative Direction

Software Expertise

- **Adobe Creative Suite:** Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro, Acrobat
- **Website Design:** Wordpress, Elementor, XD, Wix, Figma
- **Productivity:** Microsoft 365, Google Suite, Monday.com
- **Email Marketing:** Constant Contact, iContact, Klaviyo
- **Other Software:** Final Cut Pro, Evoto, Envato, Canva

Certifications

- Allison/ Building Brand Strategy, 2025
- Google Analytics, 2024
- Hubspot Contact Marketing, 2024
- Hubspot Digital Advertising, 2024

Contracts/ Employment

Freelance Creative & Owner

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January 2021 — Present

- Direct creative vision and project management for all creative services ensuring consistency and high-quality standards.
- Develop visual storytelling strategies that enhance brand identity and foster deeper audience engagement.
- Curate strategic content, including photography, graphics, and layouts, optimized for digital and print platforms.
- Coordinate project timelines and facilitate communication to ensure the timely delivery of creative solutions.

Lead Creative Designer

Jeffery Realty | Springfield, New Jersey
April 2025 — Present

- Manage the creation of branded content across print, digital, and web platforms ensuring consistent messaging.
- Collaborate closely with brokers and CRE programs (CoStar & LoopNet) to develop property materials for clients.
- Oversee and optimize the company's online presence, delivering engaging and relevant content across all channels.
- Lead creative project management to ensure timely delivery, maintain brand consistency, and align with company goals.

Creative Designer

Organizational Services Inc. | North Arlington, New Jersey
August 2023 — February 2023

- Produced promotional materials, digital assets, event materials, and signage for top clients, elevating brand visibility.
- Executed strategic email campaigns and presentations that significantly increased audience engagement.
- Oversaw event productions, working with teams to boost brand awareness and increase event participation.
- Designed marketing materials that reinforced brand identity and supported client objectives across multiple channels.

Graphic Designer & Marketing Assistant

Zant.app | The Inspired Company | Bedminster, New Jersey
May 2022 — August 2022

- Led the creative direction for a rebrand from The Inspired Company to Zant.app, refining the visual identity.
- Built UX/UI-driven assets for new product launches, ensuring brand consistency across all marketing channels.
- Created impactful social media and advertising graphics, enhancing audience engagement and brand recognition.
- Drove marketing initiatives that strengthened the company's market presence and supported business growth.

Recent Collaborations

