



# ALLISON BRATSCH

Brand Design | Brand Marketing | Commercial Media

## CONTACTS

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Print, Digital, Web

## KEY SKILLS

- Branding & Identity
- Creative Design
- Typography & Layout
- Color Theory
- Brand Storytelling
- Commercial Media (Photo, Video & Audio)
- Digital Strategy
- Web & App Design

## SOFTWARE EXPERTISE

- **Adobe Creative Suite:**  
Illustrator, InDesign, Photoshop, Premiere Pro, Lightroom, Acrobat
- **Web & App Design:**  
WordPress, Figma, XD, Wix
- **Productivity Tools:**  
Microsoft 365, Google Suite
- **Email Marketing Software:**  
Constant Contact, Klaviyo
- **Other:**  
Final Cut Pro X, Evoto

## CERTIFICATIONS

- Alison/ Building Brand Strategy, 2025
- Google Analytics, 2024
- Hubspot Content Marketing, 2024
- Hubspot Digital Advertising, 2024

## EXPERIENCE

### Creative Lead, Brand Marketing

Jeffery Realty | Springfield, New Jersey  
April 2025 — Present

As the Creative Lead for brand marketing initiatives, I manage the creation of content across print, digital, and web platforms, ensuring consistency. I collaborate with brokers and platforms like Costar, LoopNet, and Crexi to produce high-quality property marketing materials and oversee the company's online presence, ensuring all materials align with the recognizable brand and company goals.

### Freelance Creative & Owner

Cosiv Media | Based: NYC Metropolitan Area  
January 2021 — Present

As the owner of Cosiv Media, I leverage my expertise in creative direction and multimedia production to create commercial media, design/branding, and web-based projects. I collaborate closely with client teams and creatives to produce content optimized for multiple platforms. By managing project timelines and ensuring seamless communication, I deliver creative solutions.

### Creative Designer

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

I collaborated with Organizational Services Inc. and worked closely with their top clients, New Jersey Advertising Club and the Building Owners & Managers Association of New Jersey, to create promotional materials, digital assets, event materials, and signage that elevated brand presence. I created polished presentations and advertising materials, driving higher engagement and member participation.

### Graphic Designer & Marketing Assistant

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

I joined the Inspired Company's team during their rebrand to Zant.app, taking the lead on creative direction for all marketing initiatives. I played a key role in refining the company's identity and expanding its market presence through strategic design and branding. I developed UX/UI-driven assets and marketing materials for new launches, ensuring consistency across all platforms, enhancing the companies audience engagement.

## EDUCATION

### Montclair State University

Bachelor of Arts, Advertising

### State University of New York at New Paltz

Digital Media Production

### County College of Morris

Associate of Arts, Communications & Media Studies