

PORTFOLIO

 www.cosiv.media

KEY SKILLS Print, Digital, Web

- Brand Strategy & Storytelling
- Creative Concepting & Visual Direction
- Commercial Multimedia Production (Photo, Video, Audio)
- Branding & Identity Development
- Visual Brand Systems
- UI Design – Websites & Applications

EDUCATION

Montclair State University
Bachelor of Arts, Advertising

SOFTWARE EXPERTISE

- Adobe Creative Suite: Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro, Acrobat, Express
- Web/App Design: WordPress, Figma, XD, Elementor, Wix
- Productivity Tools: Microsoft 365, Google Suite, Dropbox
- Email Marketing Software: Constant Contact, Mailer Lite
- Other Software: Final Cut Pro, Evoto, Monday.com, Asana

CERTIFICATIONS

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

EXPERIENCE

Freelance Creative & Owner

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

- Develop and deliver visual content that consistently reinforces brand messaging across print and digital platforms.
- Lead production of creative assets, ensuring design quality, consistency, and alignment with overall brand strategy.
- Strategize and create engaging advertising and marketing materials across multiple digital, print, and media platforms.
- Manage end-to-end content creation, optimizing visuals for both digital and print audiences to maximize engagement.

Brand Designer

Jeffery Realty | Springfield, New Jersey | April 2025 - Sept 2025

- Lead the creation of brand marketing initiatives across print, digital, and web, ensuring a cohesive visual identity.
- Manage creative projects from concept through execution, maintaining brand consistency and high-quality design.
- Oversee the company's online presence, delivering visually consistent, engaging content that drives broker sales.
- Design property marketing materials with brokers and CRE platforms, ensuring platform alignment.

Creative Designer

Organizational Services Inc. | North Arlington, New Jersey | August 2023 - February 2024

- Produced promotional materials, digital assets, and event collateral for the New Jersey Advertising Club Awards.
- Executed strategic email campaigns and presentations, driving significant audience engagement and results.
- Oversaw event productions, collaborating with teams to elevate brand awareness and increase participation.
- Designed marketing materials that reinforced brand identity and supported client objectives across all platforms.

Graphic Designer & Marketing Assistant

Zant.app | Bedminster, New Jersey | May 2022 - August 2022

- Led creative direction for the rebrand from The Inspired Company to Zant.app, refining and elevating the brand.
- Built UX/UI-driven assets for new product launches, ensuring consistent branding across all marketing channels.
- Created high-impact advertising graphics, boosting audience engagement and increasing brand recognition.
- Drove marketing initiatives that strengthened market presence and supported overall business growth.