

# ALLISON BRATSCHE

Commercial Content Producer | Brand Content Strategist

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## CREATIVE SKILLS

Brand Development & Content Strategy  
Multimedia Production  
Art Direction & Visual Storytelling  
Concept Development & Storyboarding  
Advertising Campaigns  
Marketing & Cross-Platform Content  
Set Design, Styling & Composition  
Framing & Visual Composition

## TECHNICAL SKILLS

Adobe Creative Suite  
Content Management Systems  
Customer Relationship Management  
Microsoft Office Suite  
Analytics & Social Media Insights  
Project Management  
Production & Lighting

## EDUCATION

### Montclair State University

Bachelor of Arts, Advertising- 2023

### SUNY New Paltz

Digital Media Production

### County College of Morris

Associate of Arts, Communications- 2020

## EXPERIENCE

### Commercial Content Producer

Cosiv Media

2022 - Current

- » Create high-quality multimedia content to tell compelling brand stories and engage audiences.
- » Develop brand strategies, ensuring consistent visual recognition across all platforms.
- » Lead client onboarding and meetings to build long-term relationships and secure repeat business.
- » Manage multiple projects, ensuring on-time delivery without compromising quality.

### Creative Designer

Organizational Services Inc. - NJ Advertising Club

2023 - 2024

- » Created visual branding solutions aligned with marketing objectives, boosting customer engagement.
- » Delivered high-quality visual elements across print, web, and digital platforms for multiple events.
- » Managed large-scale events, achieving high satisfaction rates among attendees and stakeholders.
- » Led media and presentations for award ceremonies, delivering engaging content across all touchpoints.

### Graphic Designer & Marketing Assistant

Zant.app

2022 - 2022

- » Leveraged brand strategy and design to create a cohesive brand identity across all touchpoints.
- » Developed visual advertising campaigns that drove client acquisition and improved customer retention.
- » Applied UX/UI skills for Zant.app launch and visual elements for Collision 2022 in Toronto, Canada.
- » Executed targeted marketing campaigns that boosted brand awareness and generated customers.