

# ALLISON BRATSCHE

VISUAL CONTENT CREATOR & BRAND STRATEGIST

## CONTACT

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<https://www.linkedin.com/in/abratsch>

## EDUCATION

- **Montclair State University**  
Graduate Studies- Digital Marketing

Graduated 2023

- **Montclair State University**  
Bachelor of Arts in Advertising  
GPA 3.9

2021 - 2022

- **SUNY New Paltz**  
Digital Media Production

Graduated 2020

- **County College of Morris**  
Associate of Arts in Communications

## INDUSTRY REFERENCES

- Steve Guberman
- Chris Vaglio
- Pat Hanley

## ART EXHIBITIONS

- **Finley Gallery**- Montclair, NJ
- **Coral Door Gallery** - New York, NY

## MEMBER ORGANIZATIONS

- New Jersey Advertising Club
- Sigma Chi Eta - CCM Honor Society
- National Society of Leadership & Success

## THREE FUN FACTS

- I can juggle
- I am a certified forklift driver
- I have the "FITFO" gene!

## PORTFOLIO

[www.allisonbratsch.studio](http://www.allisonbratsch.studio)

## SUMMARY

I am a solution-driven creative based in New Jersey, passionate about boosting brand identity for clients across all digital platforms. I create visual communication elements and strategic branded content to aid companies in reaching their goals.

## TECHNICAL SKILLS

- Visual Communication Design
- Commercial Photography
- Commercial Videography
- User Interface/ User Experience
- Visual Content & Branding Strategy

## ADOBE CREATIVE SUITE & OTHER SOFTWARE

XD, Lightroom, InDesign, Illustrator, Photoshop, Express, Audition, Premiere Pro, Media Encoder, Final Cut Pro X, Microsoft Office Suite, Figma, Wix, Squarespace, Wild Apricot, Sketch, Canva, Procreate, Cap Cut, Fresco, Google Analytics, Constant Contact, and more

## WORK EXPERIENCE

2023 - 2024

### Freelancer

New Jersey

- Create visually captivating content across various platforms to meet clients' goals and visions
- Formulate cohesive branding strategies to enhance client visibility and market presence
- Pursue ongoing education to offer innovative creative solutions that align with industry trends
- Coordinate and oversee multimedia production for businesses, events, and other projects

2023 - 2024

### Creative Designer

Organizational Inc. New Jersey Advertising Club | North Arlington, NJ

- Crafted compelling designs to capture interest for events and generate brand awareness
- Built cohesive visual identities for multiple sub-brands across a variety of mediums
- Managed successful networking events, fostering connections and professional development
- Oversaw all media and presentations for NJ Ad Club and BOMA NJ award celebrations

2022 - 2022

### Graphic Designer & Marketing Assistant

The Inspired Company *Zant.app* | Bedminster, NJ

- Produced visual elements, while collaborating with colleagues, to enhance brand identity
- Led strategic rebranding projects, showcased at Collision 2022 in Toronto, Canada
- Launched visually appealing application designs optimizing functionality and overall success
- Designed large print advertisements, ensuring a seamless look across media platforms

