

ALLISON BRATSCHE



Visual Content Creator & Brand Strategist

PORTFOLIO

www.allisonbratsch.studio

CONTACT

abratsch.studio@gmail.com

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

TECHNICAL SKILLS

Adobe Suite

XD, In Design, Lightroom, Audition, Premiere Pro, Illustrator, Photoshop

Apple Software

Final Cut Pro X, Garage Band, Freeform

Other

Figma, Wix, Sketch, Avid Media Composer, Canva, Procreate, Affinity Photo, Vismé, Audacity, Constant Contact, and more

ACHIEVEMENTS

Montclair State University

*National Society of Leadership & Success
Deans List - August 2022 - December 2023*

County College of Morris

*Deans List - May 2018 - May 2020
Sigma Chi Eta - Honor Society
National Society of Leadership & Success*

ART EXHIBITIONS

Finley Gallery- Montclair, NJ

Coral Door Gallery - New York, NY

INDUSTRY REFERENCES

- Pat Hanley
- Steve Guberman
- Chris Vaglio

THREE FUN FACTS

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

SUMMARY

As a versatile creative professional, known for expertise in content creation and branding, I use my skills in multimedia production and digital design to inspire action and foster lasting connections with audiences. I am looking for a company ready to take on a driven professional with a passion for creative collaboration.

WORK EXPERIENCE

January 2024 - Current

Owner & Head of Creative Services

Allison Bratsch Studio LLC | New Jersey

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

February 2024 - Current

Real Estate Photographer/Videographer & Freelancer

Visual Marketing & Design | Summit, NJ

- Capture high-quality photo and video content of properties highlighting features and amenities to sell
- Collaborate with real estate agents and property owners to understand their vision and requirements
- Manage scheduling systems and software deadlines to deliver projects effectively and on time
- Utilize professional equipment to ensure optimal lighting and composition for each deliverable

August 2023 - February 2024

Creative Designer

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

- Created compelling designs to capture interest for events and generate brand awareness
- Crafted 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

May 2022 - August 2022

Graphic Designer & Marketing Assistant

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

- Produced digital designs, collaborating with colleagues, completing marketing missions
- Created marketing materials, chosen to be showcased at Collision 2022 in Toronto, Canada
- Launched visually appealing application designs optimizing functionality and overall success
- Formed print designs, ensuring companies standards and requirements were executed

EDUCATION

December 2023

Montclair State University

Bachelor of Arts in Advertising
GPA 3.96

August 2021

SUNY New Paltz

Digital Media Production
GPA 3.90

May 2020

County College of Morris

Associate of Arts in Communications
GPA 3.85

Relevant Coursework

- Advertising
- Brand Storytelling
- Multimedia Production
- Commercial Photography
- Media Aesthetics
- Color Theory
- Marketing I & II
- Public Speaking