



## ALLISON KOSS

allison.n.koss@gmail.com

561.602.9399

allisonkossdesign.com

## EDUCATION

Northeastern University

BFA, Graphic Design

Cum Laude, December 2012

## SKILLS



InDesign



Illustrator



Photoshop



PowerPoint



Excel



Word



Project  
management



Salesforce  
Marketing Cloud



Marketing  
strategy



Process  
improvement

## EXPERIENCE

### LIBERTY MUTUAL INSURANCE

Project Manager I (June 2019 – present)

Sr. Project Management Analyst (August 2017 – June 2019)

Sr. Presentation Designer (June 2015 – August 2017)

Plan and execute a multi-channel B2B marketing strategy for the Strategic Partnerships program including print, web, and digital tactics, presentation design, vendor management and event planning

Collaborate with in-house agency and internal business partners to develop and maintain creative and impactful materials

Conduct quarterly trainings to teach employees best practices and skills required for successful presentation design

Sr. Internal Communications Specialist (December 2013 – June 2015)

Developed and designed communications and executive presentations for the commercial insurance claims department and senior leadership team

Promoted employee engagement and the claims mission through multiple communication platforms and initiatives

### HOCKEY BY DESIGN

Assistant Editor & Designer (July 2019 – present)

Site Contributor (June 2014 – July 2019)

Contribute editorial content and help oversee contributor articles on aesthetics and design within the NHL, college and international hockey

Manage brand social channels, ensuring regular and timely posting of relevant content and management of special promotions and contests

Design original merchandise including apparel, stickers and posters to be sold in the Hockey by Design marketplace

### BLOOD, SWEAT & CHEERS

Graphic Designer (April 2013 – November 2013)

Collaborated with editorial staff and web developers to schedule article posts for the New York and national sites

Designed banner and email blast advertisements to promote special features and attract new email subscribers

### HER CAMPUS MEDIA

Graphic Designer (December 2011 – December 2012)

Created cohesive packages of web elements including wallpapers and banners for sponsored brand takeovers and special themed displays

Collaborated with campus correspondents from university branches to develop original branded design elements relevant to their respective schools

### BOSTON BRUINS

Graphic Design Co-op (January 2011 – June 2011)

Designed print and digital materials for the Stanley Cup Champion Boston Bruins, Premium Club and TD Garden

Collaborated with lead designer and marketing specialists to develop and execute effective materials campaigns