



Allison Koss

Graphic Designer • Marketer • Communicator

allison.n.koss@gmail.com

allisonkossdesign.com

Northeastern University

BFA, Graphic Design

College of Arts, Media & Design

Skills

Photoshop

Illustrator

InDesign

PowerPoint

Excel

Word

Interests

- Hockey
- Live music
- Skiing
- Baking
- Hand lettering
- Indoor cycling
- Baseball

Brands I've worked with...



sweetgreen



Project Manager

Liberty Mutual Insurance (June 2015 – present)

Manage, execute and measure an integrated B2B marketing strategy for the Employer affinity program including print, web, and digital tactics, presentation design, and event management

Collaborate with in-house creative agency and internal business partners to develop and maintain effective and cohesive B2B marketing materials

Conduct training courses to teach employees best practices and skills required for successful presentation design

Assistant Editor & Designer

Hockey by Design (June 2014 – present)

Contribute regular articles and help oversee editorial on aesthetics and design within the NHL, college and International hockey

Manage site social media 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

Sr. Internal Communications Specialist

Liberty Mutual Insurance (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

Graphic Designer

Blood, Sweat & Cheers (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

National Graphic Designer

Her Campus Media (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

Graphic Design Co-op

Boston Bruins (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