

ALLISON COSENZA

Graphic Design

PROFESSIONAL SUMMARY

Highly creative and technically skilled Graphic Designer with a proven ability to translate complex information into engaging visual content. Seeking to leverage my design expertise and understanding of visual communication to support marketing initiatives. Possessing a strong foundation in design principles and a keen eye for detail, I am eager to contribute to impactful marketing campaigns and brand development. My experience extends to creating social media graphics and designing marketing collateral. I am a quick learner, adaptable, and committed to delivering high-quality results

LINKS

LinkedIn: www.linkedin.com, Portfolio: www.allybluewondersdesign.com.

SKILLS

Digital Marketing, Social Media Management, Brand Strategy, Content Creation, Project Management, Data Analysis, Market Research, Web Development, Customer Engagement, Creative Problem Solving, Stakeholder Engagement, Constant Contact, Adobe Office Suite.

EMPLOYMENT HISTORY

BUSINESS SERVICE APPRENTICESHIP NAVIGATOR.

May 2022 - Present

CareerSource Okaloosa Walton Fort Walton Beach, FL

- ◆ Lead strategic partnerships with local businesses to identify workforce needs, develop apprenticeship programs, and streamline talent acquisition processes
- ◆ Coordinate apprenticeship initiatives across multiple sectors, facilitating successful matches between employers and qualified candidates
- ◆ Build and maintain relationships with industry stakeholders, educational institutions, and community partners to expand apprenticeship opportunities
- ◆ Design and implement targeted outreach strategies to connect employers with apprenticeship resources and workforce development solutions
- ◆ Collaborate with marketing team to create visually appealing content for newsletters and event flyers
- ◆ Championed workforce development initiatives, recognized with the 2023 Workforce Champion Award
- ◆ Drove the development of innovative service solutions, receiving the 2023 Service Innovation Award

FREELANCE DESIGNER

May 2025 - Present

Ally Blue Wonders Design, Inc. Fort Walton Beach, FL

- ◆ Directs creative design projects for diverse clients, implementing modern design trends while maintaining brand consistency and meeting deadlines
- ◆ Crafts custom design solutions through in-depth client consultations, ensuring meticulous adherence to specifications and brand guidelines
- ◆ Increases target audience engagement by 35% for a non-profit through strategic marketing design initiatives
- ◆ Formulates comprehensive branding guidelines to ensure consistent product creation, encompassing standardized font usage, brand color palettes, and existing graphic elements

EXECUTIVE ASSISTANCE / OFFICE ADMINISTRATOR**Apr 2021 - May 2022*****The Honey Do Service, Inc..******Fort Walton Beach, FL***

- ◆ Collaborated with the team to exceed monthly goals and objectives for completed projects
- ◆ Implemented a digital filing system and automated scheduling protocols, reducing administrative processing time and enhancing team productivity
- ◆ Streamlined document management processes and maintained accurate records, ensuring compliance with company protocols and deadlines
- ◆ Processed QuickBooks invoices, managed collections, and administered payroll
- ◆ Developed and deployed a digital scheduling solution that replaced a manual appointment system, enhancing efficiency and transparency for technicians and foremen in managing job schedules

TITLE PROCESSOR.**Jun 2019 - Apr 2021*****Emerald Coast Title, Inc.******Gulf Breeze, FL***

- ◆ Processed and examined title documentation, ensuring compliance with legal requirements while maintaining accurate records for property transactions
- ◆ Coordinated with attorneys, lenders, and real estate agents to facilitate smooth property closings and resolve title complications
- ◆ Provided exceptional customer service by addressing client inquiries and maintaining clear communication throughout the title process

TRANSACTION COORDINATOR**Oct 2018 - Jun 2019*****The Scott Gregory Realtor Team******Navarre, FL***

- ◆ Coordinated real estate transaction documentation and client communications, ensuring seamless interactions between buyers, sellers, and agents
- ◆ Optimized closing processes and reduced transaction completion time while maintaining meticulous attention to contractual requirements
- ◆ Created a comprehensive training website for realtors, featuring extensive video editing to produce topic-specific tutorials and engaging content designed to accelerate new agent onboarding and business growth

PARALEGAL**Aug 2016 - Jun 2018*****Fountain, Schultz, and Associates******Navarre, FL***

- ◆ Prepared and filed complex legal documents, collaborating with attorneys to optimize case management processes and improve workflow efficiency
- ◆ Performed comprehensive legal research and document review, ensuring meticulous attention to detail in case preparation and client communication
- ◆ Provided support to multiple attorneys by scheduling depositions, organizing case files, and facilitating clear communication between clients and legal teams

EDUCATION**GOOGLE PROJECT MANAGEMENT****Jan 2023*****Coursera*****WEB DESIGN CERTIFICATE****Dec 2024*****AIGA*****BACHELOR OF ARTS GRAPHIC DESIGN****Jan 2025*****Southern New Hampshire University Manchester, NH***