# alissa
## HOFFMAN

Marketing Design **Portfolio**

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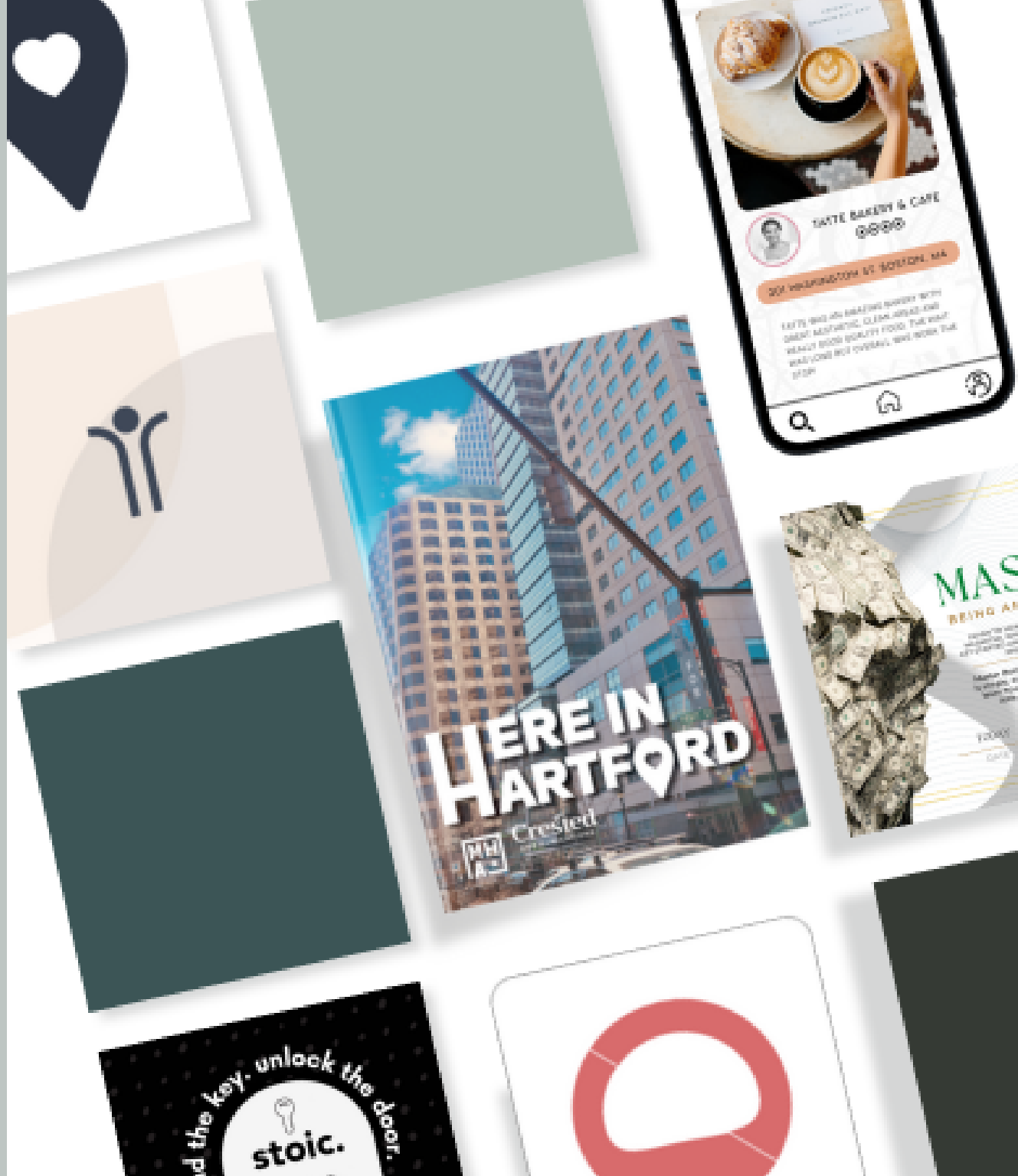
# Experience

**2023-Present**

## Digital Marketing Manager
**Cheshire Academy**

Manage main public website. Develop, edit, and curate content for all social media platforms and channels. Design print and digital ads, physical items, and effective campaigns for e-communications. Manage and engage team of student marketing interns through creative and collaborative processes.

- Adobe InDesign
- Adobe Illustrator
- BlackBaud
- WordPress
- Canva
- BlackBaud
- Asana

**2021-Present**

## Content Manager
**P.Dixon Consulting LLC: It'$MyMoney**

Develop training materials and educational content for speaking engagements, presentations, and keynotes. Establish and generate graphics and videos for Meta, Twitter, and Pinterest. Manage website development and update changes through WordPress.

- WordPress
- MailChimp
- Canva
- Substack

**2022-2023**

## Creative Marketing Associate
**Covr Financial Technologies**

Implemented digital strategy across channels, email marketing, and assets for company partners. Produced and maintained graphics, slide decks, and templates for internal branding and client distribution amongst 10+ company clients through XD, InDesign, and PowerPoint Optimized campaign performance based on varying sales and marketing analytics and A/B Testing

- Adobe InDesign
- SendInBlue
- SalesForce

**2021-2021**

## Enterprise Digital Marketing Intern
**Travelers Insurance**

Supported website development and publishing best practices through a content management system. Assist in publishing of articles, creative work, and information for both internal and external company websites. Contribute to specialty content projects to support internal and external web-based initiatives
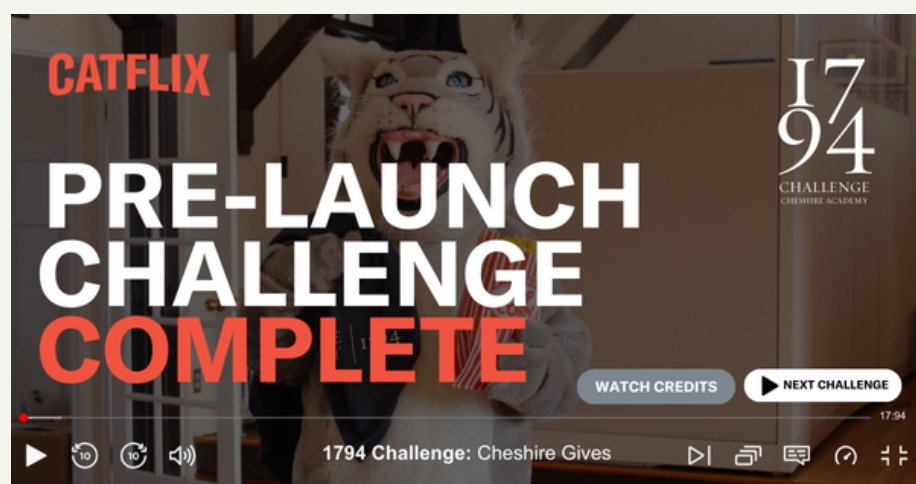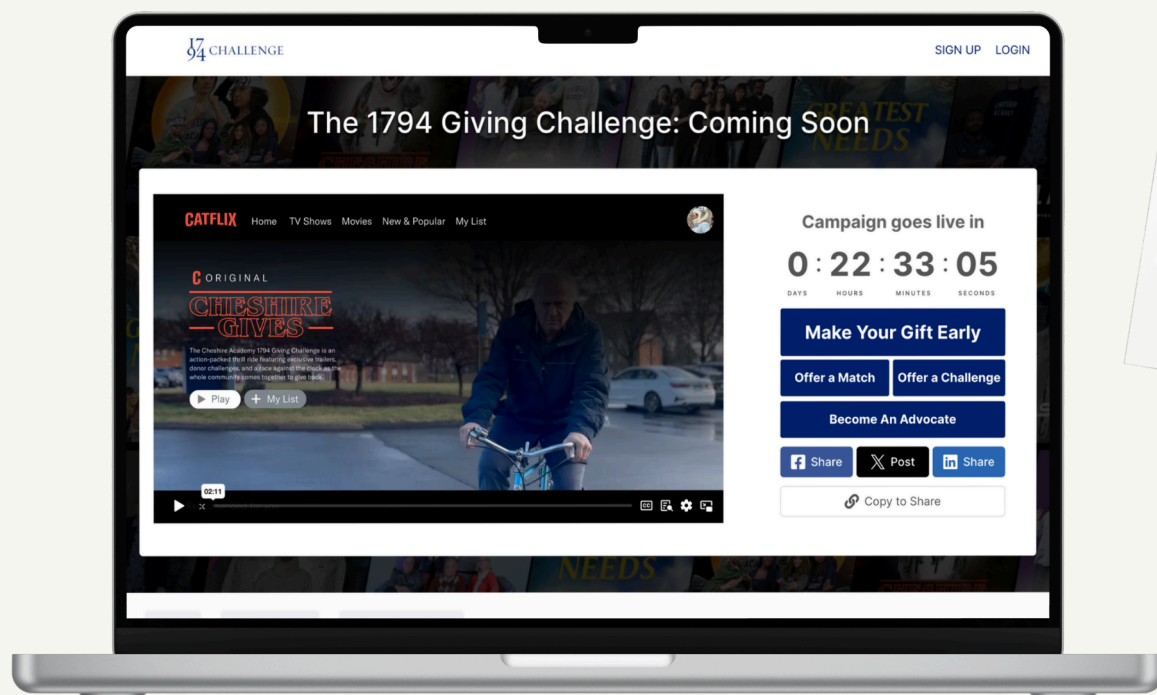
- Adobe Illustrator
- TeamSite CMS

# Portfolio

View a variety of **design-centered** projects

# 1794 Challenge Giving Campaign | **Cheshire Academy**

Full design execution for the 1794 Giving Challenge led to the development of a media-themed campaign inspired by Netflix.

- Save the Date Post Card
- Thank you Card
- Branded Stickers
- Branded T-Shirt
- Campaign Videos
- Give Campus Branded Landing Page
- Social Posts
- Posters

Platforms Utilized: Adobe Indesign, Adobe Illustrator, Canva, iMovie, Give Campus, MailChimp, Meta

# 1794 Challenge Giving Campaign | **Cheshire Academy**

Full design execution for the 1794 Giving Challenge led to the development and success of a "RENT" inspired campaign with the following elements:

- Save the Date Post Card
- Branded Stickers
- Branded T-Shirt
- Campaign Video
- Give Campus Branded Landing Page
- Social Posts

Platforms Utilized: Adobe Indesign, Adobe Illustrator, Canva, iMovie, Give Campus, MailChimp, Meta
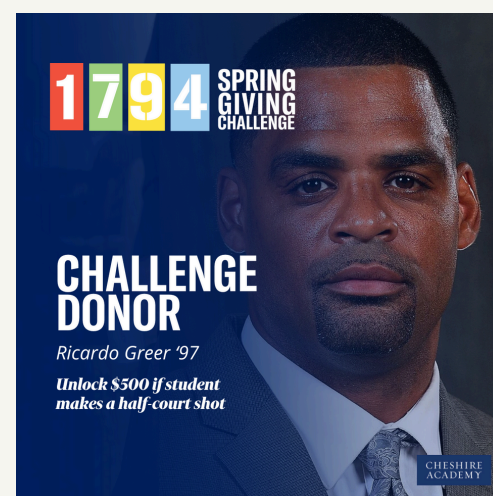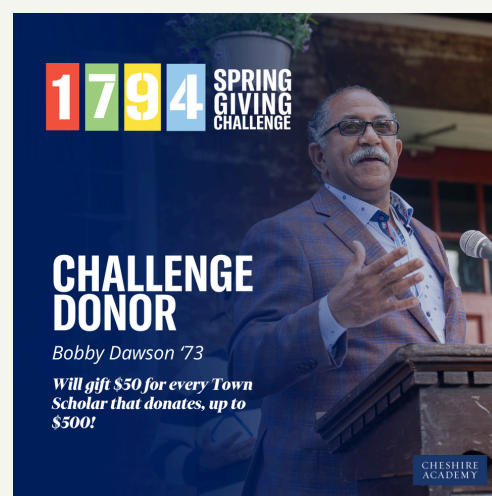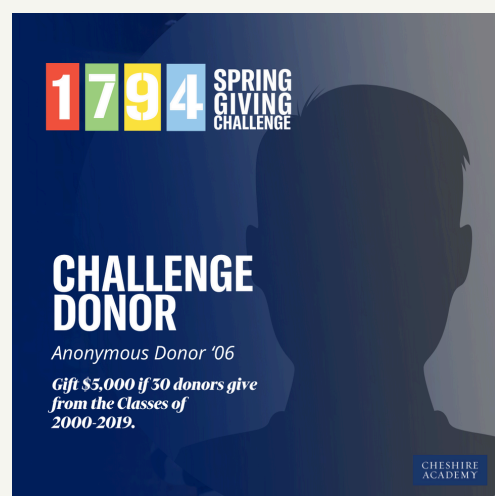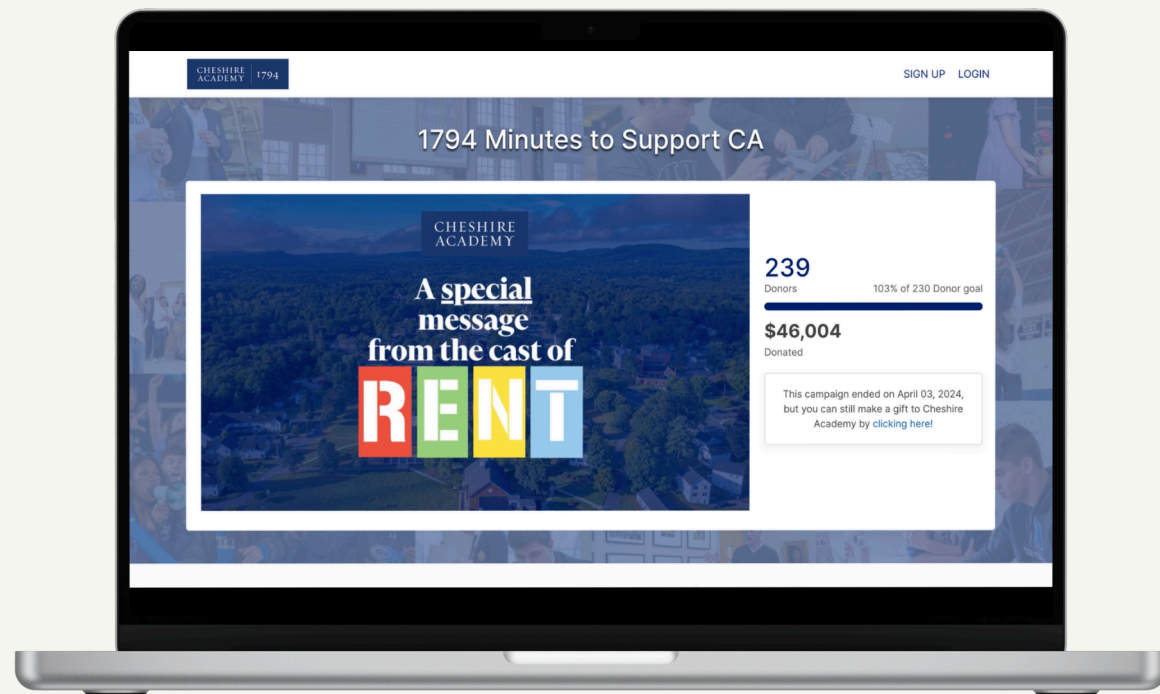
# Fall Giving Appeal | **Cheshire Academy**

Inspired by the familiarity of Google Search engine, this project collected elements of the famous search engine to promote curiosity. This resulted in:

- Four Panel Post Card, Horizontal Fold
- Tri-folded letter, with tear away business reply card.
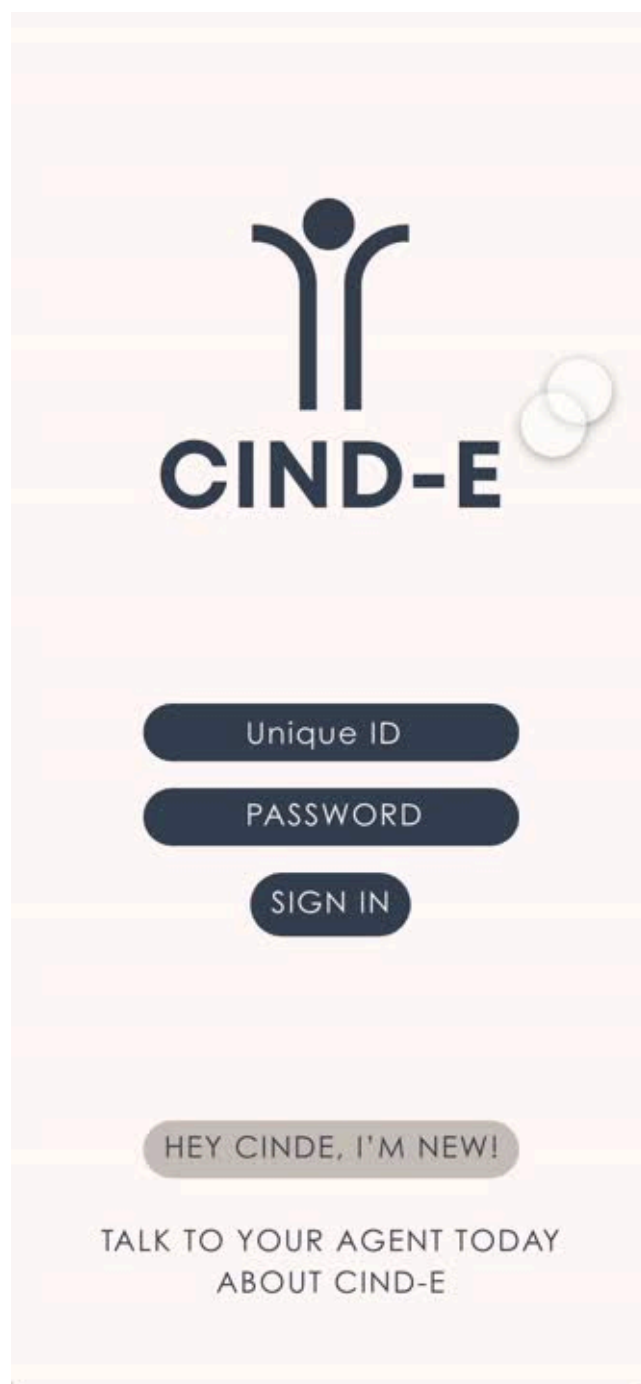- Landing page cheshireacademy.org/legacy
- Campaign Video

Platforms Utilized: Adobe Indesign, Adobe Illustrator, Canva, iMovie, Wordpress
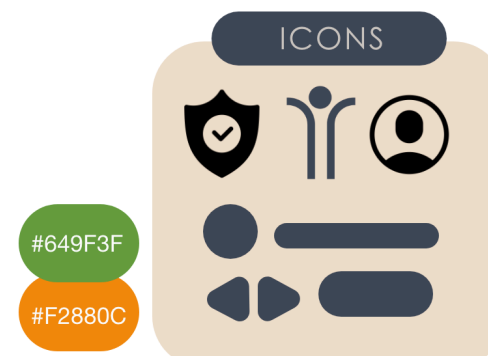
# CIND-E
## YOUR INSURANCE ASSISTANT
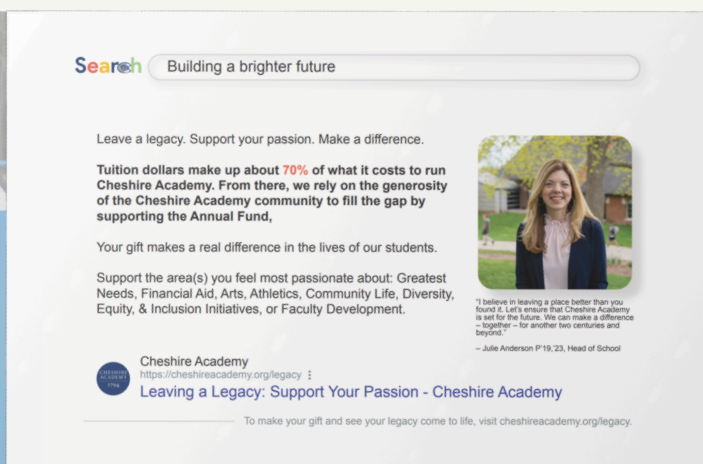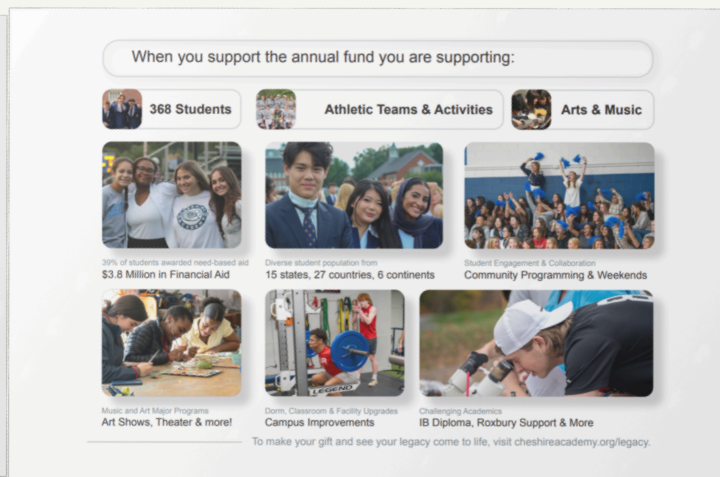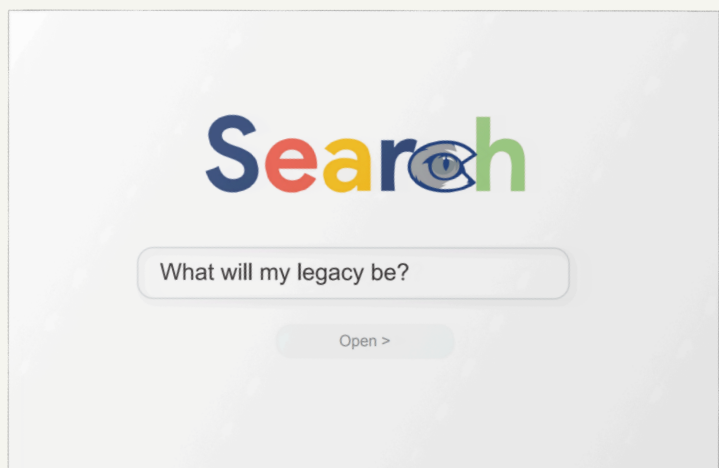
Cind-e is an insurtech creation that is an **C**onsolidated **In**surance **D**ashboard that is fully **e**lectronic. With everything at your fingertips, CIND-e is able to help you figure out what is covered under your current insurance plan, help you shop the world of insurance and keep up to date with what is going on with you current insurance status.

Platforms Utilized: Adobe Photoshop, XD, InDesign, Canva, Google Suite, Microsoft Suite



## CIND-E

Unique ID

PASSWORD

SIGN IN

HEY CINDE, I'M NEW!

TALK TO YOUR AGENT TODAY
ABOUT CIND-E

## Style-Tile

# CIND-E
## YOUR INSURANCE ASSISTANT

TYPOGRAPHY

HEADER
SUBHEADER

MONT BOLD
Century Gothic Pro
Lao Sangam MN

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#3F4859

#CCC6C0

#EFDCC8

#FEFAF7

#649F3F

#F2880C

ICONS

APP DESIGN

DARK MODE

LIGHT MODE

# REBO

ReBo: Reviewing Boston is a food reviewing application and social media platform that is accessible and user-friendly to wearable electronics such as the Apple Watch. This application allows users to share photos, comments, and log their own experiences of restaurants located in Boston, Massachusetts- a hub for dining!

Adobe Photoshop, Adobe XD, Canva and PowerPoint

## Style-Tile



**REBO**
**REBO**
**REBO**

**LEMON MILK**
Helvetica Neue
Heebo

## Personas



### PERSONAS

**VICTOR WRIGHT**
34, Financial Advisor

Victor constantly is looking for good restaurants to take clients for and for his own personal life, however, he doesn't know what is good in the area. There too many restaurants in Boston he feels lost

**NEED:** LOCATION
**SOLUTION:** REBO ICON POP UP NAVIGATION

**KAYLEIGH DREW**
23, Blogger and Photographer

Kayleigh travels the world and blogs to her 6.7k followers. She is coming to Boston for a month and wants to hit as many restaurants as possible but doesn't know a single thing about Boston or people. She is craving connection and some good food but wants to stay on a budget!

**NEED:** BUDGET / CONNECTION
**SOLUTION:** $$$ RATINGS

**EILEEN MOORE**
62, Retired Ballet Dancer

Eileen has been retired for 15 years and loves exploring the city now that she has the time. She wants good food, hidden gems in Boston, all kinds of food!

**NEED:** DISCOVERY
**SOLUTION:** PLAT(ED), DISCOVERY OF LOCAL RESTAURANTS

# MUSE

To practice the art of typography and placement, this project was to pull together different forms of art, colors, typography and assets to create an online magazine that would be accessible through tablet readers.

Adobe Photoshop, Adobe XD

## Style-Tile

### TYPOGRAPHY

#### Header
##### SUBHEADER
This is an example of body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
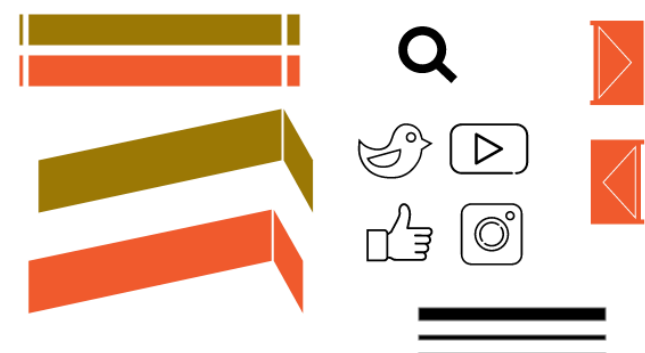
#### FONTS USED
LUST DIDONE
GRAVESEND SANS LIGHT
CENTURY GOTHIC PRO
Oriya Sangam MN

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui.

### ICONS & BUTTONS

Cover ▶ Article ▶ Gallery ▶ Images

### PULL QUOTE
*This is what a mock short pull quote would look like.*

*This is what a mock longer pull quote would look like. Duis aute irure dolor in repre-henderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim…*

### IMAGE GALLERY

### COLORS
#FF1717  #F05A2D  #9B7908  #E27777