

# ALISON JODY POLSKY

www.bluemonarchpr.com

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## PROFILE

Marketing professional with 9 years of experience in graphic design and public relations. Expertise includes:

- Website Development
- Adobe Creative Suite
- Running In-house Print Shop
- Branding
- Advertising

## EMPLOYMENT EXPERIENCE

Raymond and Miriam Klein Jewish Community Center • Philadelphia, PA 2008-2009

### **PR & Marketing Coordinator**

Responsible for all graphic design and public relations for the agency. Handled marketing plans, advertising, printing, press and partial supervision of staff working on design related projects.

- Created a successful marketing plan for preschool which brought in 12 new students for the next school year. The plan was based on the demographics of the area and choices of how to promote the school. Successful printed pieces included tri-fold brochures and ads in local papers.
- Worked with a web designer to develop and implement a website for the new agency that directed individuals to call and inquire about membership and services.

Jewish Community Centers of Greater Philadelphia • Philadelphia, PA 2000-2008

Positions Held:

**Graphic Designer, Webmaster** (12/2007-8/2008)

**Manager of Communications and Design, Webmaster** (9/2004-12/2007)

**Communications Specialist – Kaiserman Branch** (8/2001-9/2004)

**Public Relations Coordinator** (12/2000-8/2001)

Responsible for some graphic design, public relations and project management in all positions. Also assisted Art Director and Public Relations Director when needed.

- Worked with Art Director to implement a national brand that brought identity to all the divisions of the Jewish Community Centers of Greater Philadelphia. Enabled the community to identify the agency through the look of all printed materials.
- Worked with a web designer to develop and implement a new website that increased the community's awareness of Jewish community events throughout the Philadelphia area. The site included branding guidelines, a content management system and event calendar.

Freelance

2006-Present

**Graphic Design and Publicity**

Responsible for graphic design materials to meet the needs of individual clients. Handled materials such as advertising, brochures, event programs, invitations and ad books. Also handled publicity campaigns and tour press for independent musicians in the past.

- Designed and laid out an ad book/program for the Philadelphia Jewish Film Festival, for two years, that was presented to every ticket holder at screenings throughout the festival. Each book contained descriptions of every film along with ads from donors and fit with the design of that year's brochure.

- Designed a series of ads for arts and culture events and classes that successfully marketed programs to the public.

DL Media • Bala Cynwyd, PA

2004-2005

**Small Market Tour Publicist and Administrative Assistant**

Responsible for pitching previews and interviews to journalist for artist tour dates in smaller markets. Handled administrative duties such as maintaining media lists, preparing press kits and preparing project reports and mailing lists.

Canary Promotion and Design • Philadelphia, PA

2003-2004

**Music Publicity Intern**

Assisted publicist in booking client shows and following up with press about reviews and interviews. Handled other tasks such as internet research, website updates and preparing press kits.

**COMPUTER SKILLS**

- MAC and PC platforms
- Adobe Creative Suite
- Microsoft Office

**EDUCATION**

Temple University, Philadelphia, PA

**B.A., Journalism, Public Relations and Advertising, 2000**

Concentration in Public Relations