

Beth Allison

BethAllisonDesign.com

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Copywriter, Visual Designer & Creativity Tap

Hi there! I'm a creative, quick-thinking content and copywriter with experience in branding and visual design. I love seeking stories, getting the messaging just right and making meaningful creative that stops you scrolling.

Skills

Content & concept generation
Article research & writing
Internal communications
Image research

Project planning & management
Social media & eDM content
Visual design & Infographics
Stakeholder relationships

Professional Experience

PepTalk Program & Content Creator

Dublin, Ireland // January 2023 - present

Ideating and creating visuals, audio video materials and articles for PepTalk's employee engagement platform.

- Concepting and influencer identification for special features.
- Partner outreach, scheduling, budgeting and project management.
- Managing creative content output for diverse multinational clients.

House of Travel Content Creative

Auckland, New Zealand // May 2016 - December 2020

Supported brand messaging through copywriting and visual design in the marketing team at the country's largest travel outlet. Designed print and digital advertising, OOH, DM, eDM. Wrote copy for social, internal, B2B and more.

- Led a quarterly customer magazine, *Inspire*, for sales and lead generation: Created content plan, researched, wrote, edited contributions and designed.
- Developed digital, print and packaging assets in company rebranding.

New York Post Graphic Designer

New York City // August 2006 - December 2017

Designed layouts for Sunday features magazine and special editions.

- Developed branding and templates for Alexa, an upmarket sub brand. Saw buy-in from Tiffany&Co., Prada, Bergdorf Goodman.
- Designed Royal Wedding special edition sponsored by Tiffany&Co.

People Magazine Digital Designer

New York City // December 2011 - June 2015

Reimagined print edition, designed bonus content and added functionality for digital editions. Quality testing on a range of devices.

- Designed digital-only content for special issues such as Sexiest Man Alive.
- Updated templates and visual suite for standing features sections.

Lightboard Visual Designer

Online // April 2015 - December 2017

Fully remote projects ranging from packaging to eBooks and whitepapers.

- Created templates and eBooks for online photography course PhotoSanity.
- Designed logo and label suite for skincare brand Eva Naturals.

Education

Bachelors of Arts: Journalism. French (literature).

The Pennsylvania State University, University Park, USA. August 2001 - June 2005

Professional Diplomas: Content Writing. PR & Marketing Communications.

University College Dublin Professional Academy, Dublin, Ireland. 2023.