



With almost 20 years of both agency and in-house experience, Alison leads creative teams in developing system and structure to foster sustainable brand growth. She thrives on organization, deadlines and attention to detail.

She's also pretty great at:

- > Inspiring teams to produce fresh, smart work through unified collaboration.
- > Organizing, prioritizing, editing and managing information to then turn into creative output.
- > Juggling multiple projects simultaneously with a consistent and equitable attitude.

Hire Alison to consult with your team, brand or project. And/or have access to her studio of marketers, copywriters, designers, shoot crews, DEIB strategists, and digital experts — a one stop shop.

BEST

2016 - right now

Alison is the founder and creative director of BEST, a multi-disciplinary studio serving brands focused on better living through identity, art department support, and special projects. A collective of seasoned, remote talent, BEST has the capacity of a full agency with the nimbleness of a single freelance designer. The teams' diverse backgrounds allow partnership scopes to be defined to fit specific needs, solve specific problems, with low overhead. In a time where brands are strapped for bandwidth or bodies, BEST is able to implement structure, (proven) process, and top-tier deliverables from start to finish. This eliminates the need for multiple freelancers, salary-related costs, or in-house organization and creative oversight.

Select Clients + Work: Internal Comms Art Department Retainer for **Tapestry**, ERG Branding, Image Library Shoot, Social Content Calendar, Copy + Design for **Brex**, Brand Refinement, 10 product launch campaigns, 5 holiday campaigns (concept, production, shoot, design) for **Boom! by Cindy Joseph**, Event branding for the **International WELL Building Institute**, Special Projects for the **Wall Street Journal**, Brand Campaign for **Windham Mountain**, Branding for **Plan C Pills**.

NOTABLE EXPERIENCE

Design Director Condé Nast	DETAILS Magazine, 2013 - 2015 Worked directly with the Publisher, Head of Sales and Editor-in-Chief to deliver on-brand creative that served the book's advertisers (luxury, international) while aligning authentically with editorial. As head of the Content Studio during print's transition to digital, Alison provided brand continuity across multi-activation events, multi-platform programs and in-house sales and marketing initiatives. She was the Marketer of the Quarter.
Art Director freelance	2012 - 2013 kate spade, Lifestyle Mirror, Travel + Leisure, Daily Worth, Refinery29, Madewell, Vitae, BBDO, Woman of Concern, Us Weekly, The Knot, Parham Santana, <i>Photo District News Magazine</i> , Wolf Haldenstein Adler Freeman & Herz LLP.
Art Director Condé Nast	Lucky Magazine, 2008 - 2012 Literally as Instagram was invented, Alison helmed the typical fashion shoots, advertorials, and marketing materials as well as cut her teeth branding, producing and designing the first-ever blogger conference, a Bleecker Street boutique crawl and multiple Lucky Shops events sponsored by American Express.
Art Director slover [AND] company	2007 - 2008 HUE legwear, HUE intimates, Wynn Las Vegas, Encore Las Vegas, Crabtree & Evelyn
Graphic Designer Number 17	2006 - 2007 Harsen House, Saturday Night Live, Very Short List, 24/7

EDUCATION

Undergraduate: BA in Advertising
University of Florida

Graduate: Portfolio Center
focus in graphic design

Virgo Sun + Moon, Cancer Rising

"Working with Alison and BEST was an absolute pleasure. Alison does what she says she's going to do, when she says she's going to do it, and it is always perfect."

— Lisa Karvellas, Owner and CEO, Cedar Lakes Estate