

Alisa Verratti

Production and Strategy

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Account Manager and Producer with 8+ years of experience managing high-profile projects, specializing in creative strategies and production management. Expertise in developing innovative solutions for sports and sport-adjacent brands, leading brand strategies, and crafting compelling narratives. Proven ability to build lasting client relationships, deliver high-quality content across digital platforms, and manage talent or client needs in high-stress situations.

Experience

Defy | Account Director and Producer

2020 - Present

- Develop and execute campaigns for clients such as Nike and EvoShield delivering a range of assets including trailers, long-form, social cuts, podcasts, and key art
- Manage full production lifecycle from concept to completion, along with call sheets, budgeting, assistant directing, and script supervising
- Collaborate with development and sales teams to curate and pitch new initiatives
- Oversee creatives, hire crew, and manage talent to ensure seamless execution of projects
- Created “Defy Studios,” expanding the company’s production offerings and increasing revenue

Make A Wave Inc. | Founder and President

2016 - Present

- Established Make A Wave Inc. in the NJ/PA foster care space
- Spearhead fundraising efforts and drive partnership support
- Strategize and coordinate community events and investment opportunities

Vovéo Marketing Group | Account Manager and Writer

2019-2020

- Boosted clients sales through effective marketing strategies
- Managed and optimized digital content to ensure high click-through-rates
- Led creative teams to deliver compelling campaigns and meet client needs
- Developed innovative messaging to support lead conversion

Corbett Inc. & Red C Media | Marketing and Production Manager

2018-2019

- Managed seamless pre-production and post-production workflows, ensuring efficient and timely delivery
- Conceptualized and wrote commercial scripts
- Worked closely with clients to craft powerful campaigns that resonated with target audiences

Accomplishments

- Telly award winner as Producer for Nike Work in Progress Docuseries
- Digital content strategist for Evoshield’s Pro-SRZ 2.0 national product launch
- Increased direct-to-consumer sales by 14.2% over 3 month
- Developed and executed company-wide social media strategy increasing engagement by 2.4%

Education

Saint Joseph’s University

- Bachelor of Arts, English
- Two-time “Best Poetry” award for Crimson and Gray Literary Magazine

Skills

- Project management
- Digital marketing
- Scripting writing
- Market research
- Google, Meta, and LinkedIn ads
- Creative directing
- Budgeting and booking
- Casting
- Applications: Canva, Microsoft suite, Google suite, Photoshop, Premiere