

ALYSSA WATKINS

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A *motivated* and experienced graphic designer with 7+ years of multi-industry experience seeking a design position with longevity, creative challenges, and a positive atmosphere.

EDUCATION

University of Illinois

BFA in Graphic Design | College of FAA

Business Minor | College of Business

May 2015

AWARDS & RECOGNITIONS

Prosperity Gardens Redesign Project

Champaign Non-Profit &

University of Illinois 2013

Casey Tree Farm Design Competition

University of Illinois 2013 | 2nd Place

University of Illinois Academic Awards

Chancellor's Scholar 2011–2015

Edmund J. James Scholar 2011– 2013

ORGANIZATIONS

Chi Omega Omicron Chapter

Active Member | 2011 – 2015

Upheld values: philanthropy, scholarship, leadership

Collaboratively raised \$75,000+ for Make A Wish

PROFICIENCIES & EXPERIENCE

- Creative Suite
- Final Cut Pro
- Audacity
- Premiere Pro
- Photography
- HTML/CSS
- Javascript
- Wordpress
- eCamm Live
- WebinarJam
- Zoom
- Excel VBA
- SQL
- Squarespace
- Microsoft Office
- Online Marketing
- Google Apps
- Preflight
- Mac & Windows OS
- Photography

PROFESSIONAL EXPERIENCE

Marketing Director

Seyller Financial Group, LLC, Rockford, Illinois | February 2020–Current

Develop and coordinate marketing objectives for a small financial planning firm. Align campaigns with company goals. Produce all graphics for both digital and print needs, such as: ads, pocket folders, flyers, postcards, event invitations, videos, and presentations. Create and copywrite ads. Create written and visual content for email campaigns and compile an audience from a selected demographic. Establish brand identity. Maintain webinar functionality during digital events.

Freelance Graphic Designer

Sweet Sentimentality | September 2015 – Current

Design wedding and event stationery, day of paper goods, and event signage for diverse customer base. Maintain deadlines for events for a high workload of orders. Hand letter signage and decor per customer preference. Communicate directly with clients, and uphold excellent customer service. Maintain all social media marketing, branding, and advertising. Create and maintain website.

Graphic Designer

Sunlight Supply, Inc., Vancouver, Washington | May 2017 – November 2017

Worked amongst a large marketing team collaborating to design packaging, sales publications, POS displays, flyers, signage, and instruction manuals for the sub brands and authorized dealers. Photographed the company's large product offering. Worked with manufacturers and vendors overseas to meet deadlines, and maintain quality standards. Managed a large workload.

Creative Director / Graphic Designer

New Media NW, Salem, Oregon | January 2016 – December 2016

Successfully managed and coordinated graphic design projects from concept through completion for a midsized consulting firm. Worked directly with high profile clients to create visions, conceive designs, and respond to feedback. Designed multimedia promotional material for our clients, such as print, web, video, photography, and social media marketing. Communicated with external vendors and print houses to execute campaign on schedule.

Graphic Design Intern

Greenlee Textron, Rockford, Illinois | June 2015 – September 2015

Collaborated with the marketing department to design materials for work orders across platforms and media such as ads, banners, brochures, catalogs, flyers, forms, posters, datasheets, mailers, web banners, identity systems, as well as video, and photography. Upheld effective and efficient communication with product managers while maintaining international brand standards.

Graphic Designer

Allegra Print & Imaging, Belvidere, Illinois | March 2013 – August 2014

Created artwork for work orders as part of a small print shop. Designed promotional advertising and graphics, preflighted orders for print, and calibrated printers. Used post production machinery such as: cutting, binding, laminating and tabbing machines. Developed and maintained excellent customer relations.