








# Alyssa Wehrell

Graphic Designer

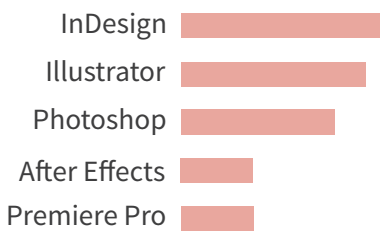
## Contact

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## Education

The University of Georgia  
 May 2017  
 Advertising Major &  
 Fashion Merchandising Minor  
 GPA 3.92 / 4.00

## Proficiency



## Abilities

-  Graphic Design
-  Branding
-  Campaign Strategy
-  Motion Graphics
-  Copywriting
-  Fashion Design

## Experience

### SAGE *Atlanta, GA*

Graphic Designer | June 2019 - December 2021

- Designed digital and print assets for Sage’s North America marketing objectives, including display ads, print ads, social media graphics, web assets, white papers, direct mailers, program logos, and trade show backdrops
- Created product video ads for YouTube by sourcing and editing video footage, creating motion graphics, and adding audio in After Effects and Premiere Pro
- Collaborated with the UX team to create new simplified product UI graphics for the Sage X3, Sage 50, and Sage 50cloud product pages
- Supported Sage’s acquisitions (Cake HR and AutoEntry) by producing display ads, print ads, social graphics, and YouTube video ads based on separate brand guidelines
- Localized campaign assets from the UK central campaign team to target North America’s market segments and meet regional goals
- Reviewed outsourced agency work and photography for brand compliance

### MVO MARKETING *Roswell, GA*

Graphic Designer | July 2017 - June 2019

- Designed for clients in a variety of industries spanning real estate, retail, automotive, technology, public safety, and healthcare
- Produced print and digital assets including flyers, display ads, print ads, social media graphics, and large-format billboards and banners
- Conceptualized, pitched, and executed client rebrands including logo design, collateral packages, and signage
- Engaged in new business efforts by designing agency RFPs, case studies, PowerPoint template decks, and work sample mockups
- Mentored a junior designer and a summer intern

### UGA “TALKING DOG” AGENCY CLUB *Athens, GA*

Art Director | September 2016 - May 2017

- Branded and advertised our non-profit client UGA Miracle’s capstone event through organic social media and event collateral including stickers, maps, merchandise, and a PowerPoint presentation
- Promoted fundraising events with standalone social media campaigns

### THE RED & BLACK NEWSPAPER *Athens, GA*

Advertising Designer | May 2016 - February 2017

- Designed print, digital and mobile ads for local Athens, GA clients
- Executed work in a strict deadline-oriented environment