Alyssa Wehrell

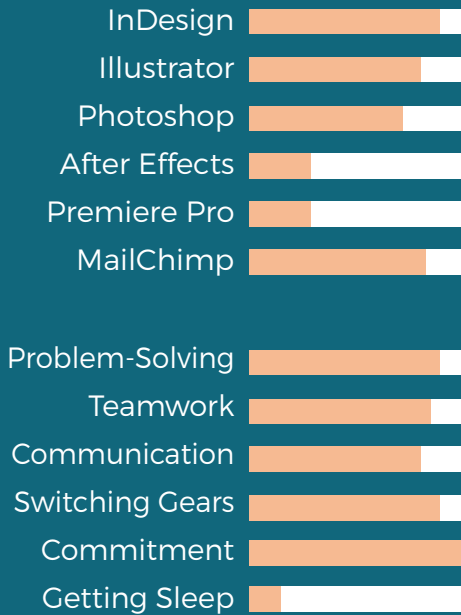## Graphic Designer

Education

The University of Georgia
May 2017

Advertising Major &
Fashion Merchandising Minor

GPA 3.92 / 4.00

Proficiency

InDesign
Illustrator
Photoshop
After Effects
Premiere Pro
MailChimp

Problem-Solving
Teamwork
Communication
Switching Gears
Commitment
Getting Sleep

Contact

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- ➤ alyssawehrell.com
- 🔗 alyssawehrell
- 📷 @alyssa_wehrell

Abilities

Graphic Design | Branding | Campaign Strategy | Copywriting | Fashion Design

Experience

MVO Marketing
Graphic Designer | July 2017 - Present

- Designs for clients in a variety of industries spanning real estate, retail, automotive, technology, and healthcare
- Produces print and digital pieces including flyers, display ads, print ads, social media graphics, and large-format billboards and banners
- Concepts, pitches, and executes client rebrands including logo design, collateral packages, and signage
- Establishes and designs email marketing campaigns in Mailchimp
- Engages in new business efforts by designing agency RFPs, case studies, powerpoint template decks, and work sample mockups
- Mentors junior designer and summer intern

KW Architecture
Graphic & Web Designer | Freelance January 2015 - Present

- Designed logo, business cards, and rendering presentation templates
- Constructed and maintains website in Squarespace, including collaborating with the client on branding, copywriting, and photography selection

UGA "Talking Dog" Agency
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 through standalone social media campaigns

The Red & Black Newspaper
Advertising Designer | May 2016 - February 2017

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

HW Creative Marketing
Graphic Design Intern | May 2016 - August 2016

- Gained experience in Adobe Illustrator by creating infographics, social media graphics, blog headers, logos, and other pieces