

ALYSSA RAWLS

GRAPHIC DESIGN AND PHILOSOPHY
STUDENT AT GEORGIA COLLEGE AND
STATE UNIVERSITY

PROFESSIONAL SKILLS

Adobe Suite
Microsoft Suite
Project management
Team management
Marketing & branding
Communication skills
Networking expert
Collaborative nature
Small Business Operations
3D Video and Photography

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated
Critical thinking

CONTACT

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REFERENCES

ABRAHAM ABEBE
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MATTHEW FORREST
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ALEXANDRIA GARRARD
alexandriagarrard@gmail.com

PROFILE

Graphic design and philosophy student at Georgia College and State University, actively integrating courses of ethical studies with design theory in branding and marketing projects. Self-employed artist and designer committed to helping clients achieve their individual goals through intentional design. Strong supporter of small businesses. (she/her)

EXPERIENCE

ALYSSA GRAPHICS

Social Media Marketing | August 2019 - Current

- Created and led an independent graphic design business to gain experience in the field and sharpen my design skills.
- Led rebranding initiatives with clients including Graceology Esthetics, Kimber Roe Jewels, and Chick-fil-A through intentional design with a marketing mindset.
- Strengthened communication skills to assess client goals and time management to meet strict deadlines.
- Established an effective system to meet client needs quickly while ensuring the delivery of an effective final product

DEPARTMENT OF ART INTERN

Georgia College and State | April 2020 - August 2020

- Developed marketing strategies using InDesign, Illustrator, and Photoshop.
- Created prints for public consumption.
- Worked closely with deadlines and performance, learning to balance both
- Worked closely with staff members to create a work that promotes the program in their vision.

TICS SOCIAL MEDIA MARKETING INTERN

Tourettes Information Center and Support | September 2020 - Current

- Crafted content for fundraising, publicity, and awareness
- Worked closely with the board to create content for Camp Twitch and Shout
- Took over Facebook, Instagram, Twitter, and email marketing

EDUCATION

BACHELOR OF ARTS, MAJOR IN GRAPHIC DESIGN

Georgia College and State University | August 2018 - May 2021

MINOR IN PHILOSOPHY

Georgia College and State University | August 2018 - May 2021

WORKS

4.0 GPA

Georgia College and State | August 2018 - May 2021

LEAD DESIGNER

Salvation Army Signage | September 2020

DESIGNER PRACTICUM - COMPUTER IN ART

Georgia College and State | August 2020 - December 2020

CLUBS

Philosophy Club (Head of Marketing)
Chess Club (Secretary)
Creative Art Alliance