

Alyssa De Caro

 Art Director | Creative & Digital Marketing

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Art Director and creative professional with experience developing and producing cohesive brand, marketing, and content experiences across digital, print, web, social, email, advertising, and large-scale events. Skilled in translating brand strategy and business objectives into thoughtful visual concepts and production-ready creative, from campaign systems and digital experiences to newsletters, environmental graphics, event collateral, and promotional assets. Experienced in maintaining and evolving visual identities across multiple touchpoints while building scalable templates, creative systems, and branded assets that improve consistency and efficiency. Strong conceptual thinker with a hands-on approach to typography, layout, visual hierarchy, storytelling, and creative production, with the ability to manage multiple projects from concept through final execution in fast-paced, cross-functional environments.

EDUCATION & MORE

Savannah College of Art and Design

BFA Advertising and Branding
Concentration: Art Direction
Double Minor: Graphic Design &
Social Media Strategy and Management

SCAD Women’s Lacrosse Player
SCAD Women’s Lacrosse Captain
AD Club | Dean’s List

SKILLS

Software

Adobe Creative Cloud
Figma
Framer
WordPress
Canva
Affinity
Midjourney
ChatGPT
Generative AI
Meta Business Suite
Sprout Social
HubSpot
Google Analytics

Hard Skills

Art Direction
Visual Identity & Brand Development
Creative Concept Development
Graphic & Visual Design
Digital & Print Design
Web & Content Design
Campaign Development
Event & Experiential Design
Email & Newsletter Design
Typography & Layout
Visual Systems & Templates
Visual Storytelling
Creative Production
Advertising & Integrated Campaigns

Soft Skills

Strategic Thinking
Conceptual Thinking
Creative Problem Solving
Cross-Functional Collaboration
Creative Leadership
Stakeholder Management
Project Management
Multi-Project Management
Attention to Detail
Adaptability
Visual Communication
Brand Stewardship
Communication & Presentation
Deadline Management

EXPERIENCE

Marketing Specialist - Stewart Title (API)

Roseville, CA | Jan 2026 - Present

Lead creative direction and multi-channel content production for Asset Preservation, translating business objectives and brand strategy into cohesive visual experiences across digital, print, web, email, social, advertising, and events. Partner with executive leadership, Stewart Title, cross-functional teams, and 19 Division Managers nationwide to develop strategic creative solutions and production-ready marketing assets across multiple markets and audiences.

- Lead end-to-end creative development across digital and print, including advertising campaigns, website graphics, newsletters, email campaigns, social content, presentations, publications, brochures, flyers, promotional materials, and conference collateral.
- Develop visual concepts, creative campaigns, content systems, layouts, typography, graphics, and image treatments from concept through final production while maintaining a cohesive visual identity across channels and touchpoints.
- Lead creative production for conferences, trade shows, and industry events, including booth graphics, signage, environmental graphics, promotional materials, event collateral, digital assets, and post-event content.
- Collaborate with Stewart Title and cross-functional teams on co-branded creative while working directly with 19 Division Managers nationwide to develop customized event, conference, podcast, promotional, and client-facing materials aligned with individual market needs.
- Own social media strategy and creative production across Instagram, Facebook, LinkedIn, and TikTok, developing content themes, campaign concepts, editorial calendars, graphics, copy, short-form video, and new content series.
- Increased key social media performance metrics by 300%+ through new creative concepts, content strategies, visual storytelling, and data-informed optimization; launched TikTok from the ground up in under one month, generating 200K+ views, 10.8K+ likes, and 400+ followers from five videos.
- Analyze social and campaign performance to evaluate creative effectiveness, identify audience trends, and refine content strategies and marketing initiatives based on performance insights.
- Create and maintain branded templates and marketing systems, including presentations, digital assets, Zoom and Teams backgrounds, Division Manager graphics, publication graphics, educational materials, and client-facing collateral, improving consistency and efficiency across recurring deliverables.
- Identify and develop new creative opportunities, marketing initiatives, content platforms, and campaigns while supporting website, email, newsletter, SEO, CRM, and broader digital marketing programs.

Marketing Assistant - One Day Doors & Closets

Rocklin, CA | June 2025 - Oct 2025

Supported creative marketing initiatives across 60+ dealer locations, developing digital, print, advertising, and branded content while adapting creative to individual markets and maintaining consistent brand standards.

- Independently led a large-scale, client-facing interactive sales presentation in Figma, overseeing strategy, creative direction, content development, stakeholder communication, revisions, and final delivery from concept through launch.
 - Designed and produced monthly newsletters, digital display and click-through banner ads, paid and organic social graphics, event flyers, promotional materials, sales collateral, and internal communications across digital and print channels.
 - Developed creative concepts, layouts, visual assets, and AI-generated imagery to support marketing campaigns, audience engagement, and lead-generation initiatives.
 - Collaborated with executives, clients, sales teams, and cross-functional stakeholders to translate business objectives into effective visual communications and deliver high-quality creative under tight conference deadlines.
 - Managed multiple concurrent creative projects while tailoring materials to regional market needs and maintaining visual consistency across 60+ dealer locations.
- *** Position concluded following company restructuring ***

Advertising Coordinator - Bar None Auction

Sacramento, CA | Nov 2024 - June 2025

Developed and executed multi-channel advertising and creative campaigns across three locations, producing cohesive visual content across digital, social, print, and promotional channels.

- Concepted and produced digital advertisements, display banner campaigns, social media graphics, print collateral, branded apparel, promotional materials, and camera-facing content tailored to target audiences and campaign goals.
- Collaborated with internal teams, external media partners, and vendors to coordinate advertising placements across newspapers, magazines, digital, and social channels while ensuring creative met brand and campaign standards.
- Concepted and produced digital advertisements, display banner campaigns, social media graphics, print collateral, branded apparel, promotional materials, and camera-facing content tailored to target audiences and campaign goals.
- Collaborated with internal teams, external media partners, and vendors to coordinate advertising placements across newspapers, magazines, digital, and social channels while ensuring creative met brand and campaign standards.

Communications Coordinator - SNAHC

Sacramento, CA | Jan 2024 - Nov 2024

Produced and managed multi-channel content and branded marketing assets across digital, print, web, and event channels, supporting organizational initiatives across multiple locations.

- Designed and produced social media graphics, newsletters, advertisements, flyers, blog content, website updates, and branded collateral while maintaining consistent visual identity and messaging.
- Developed and maintained content calendars, coordinating creative assets and campaign deliverables across multiple internal teams and organizational priorities.
- Created and optimized website and social content using SEO best practices, audience insights, and engagement data to improve content relevance, user experience, and performance.
- Developed promotional materials and branded content for customer-facing events, supporting audience engagement and organizational visibility.
- Collaborated with cross-functional stakeholders to develop creative content and marketing communications, managing multiple projects and deadlines in a fast-paced environment.

Social Media Strategist - Outrival Lacrosse

Self-Employed - EDH, CA | Dec 2023 - Dec 2024

Developed and executed creative content strategies across Instagram and TikTok, producing visual content, short-form video, and branded assets that drove rapid audience growth, engagement, and client acquisition.

- Grew social media audiences from 1 to 14K+ followers in four months through strategic content planning, platform-specific creative, trend analysis, and consistent execution.
- Expanded the client portfolio from 1 to 30+ clients in one month by developing social media campaigns and creative strategies that demonstrated measurable audience growth.
- Independently concepted, scripted, shot, art directed, edited, and published short-form video and visual content, managing the creative process from initial ideation through final delivery.
- Developed visual storytelling and platform-specific creative tailored to audience behavior, emerging trends, and engagement opportunities across Instagram and TikTok.
- Analyzed reach, engagement, follower growth, and content performance to refine creative direction, optimize content cadence, and improve campaign effectiveness.

Brand & Social Media Strategist - Alatian Health and Wellness

Freelance Remote | June 2023 - Dec 2023

Led the strategic repositioning and visual transformation of a consumer brand, transitioning the company from jewelry to health and wellness through a new brand strategy, visual identity, and cohesive creative system.

- Directed a complete brand redesign encompassing logo, color palette, typography, brand guidelines, and visual standards to establish a distinctive and recognizable identity across all customer touchpoints.
- Developed digital, print, social, web, and promotional assets, including marketing collateral, branded templates, campaign materials, and social media graphics, translating the new identity into cohesive customer-facing experiences.
- Established reusable templates, branded assets, and design systems that streamlined content creation while maintaining visual consistency across marketing channels.
- Collaborated with stakeholders to translate business objectives and audience insights into strategic creative concepts and compelling visual storytelling.