

# ALYSSA C. DE CARO

Art Director & Copywriter

## LET'S ROCK

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## TECH SAVVY SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
Adobe InDesign  
Microsoft Office  
Google Apps  
Canva  
Social Media  
Mac

## SOFT SKILLS

Leadership  
Collaborator  
Problem Solver  
Research Savvy  
Communicator  
Project Management  
Strategy  
Marketing  
Conceptualization  
Data Driven  
Creative Writing  
Content Development  
Visualization  
Layout Execution  
Shoot Supervision

## WHERE THE \$\$\$ WENT

### Savannah College of Art and Design 2018-2023

**Major:** Advertising and Branding  
**Minor:** Graphic Design & Social Strategy and Management  
**Concentration:** Art Direction (with a love for copywriting)  
**Achievement:** Dean's List

## ATHLETIC GIRLY

**SCAD Women's Lacrosse**  
2018-2023  
**SCAD Women's Lacrosse Captain**  
2023

## JUST ART SCHOOL THINGZ

Check out more on my website!

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### The Witcher: Witcherfest

Advertising, Innovative Tech, Video/Motion Graphics, Web/UI Design, Event

#### What is it?

The ultimate immersive experience for fans of The Witcher Netflix series. Witcherfest is one part Renaissance-festival-on-steroids, one-part premier extravaganza, and a billion parts ultimate superfan experience.

- **Responsibility:** Art Direction & Copy Writing (Partner: shared)

### Stanley Tools x Tinder

Advertising

Both online dating and DIY home projects have increased due to the pandemic. Both can be stressful and unfun.

- **Responsibility:** Copy Writing (Partner: AD)

### X-Box x GTA Online

Advertising, Event

How do we make messages STD awareness and prevention resonate with teen boys/young men?

- **Responsibility:** Art Direction & Copy Writing (Partners: shared)

## HOW I MADE MY BREAD

### Alatian Health and Wellness - Folsom, CA

Art Director/Social Strategist

6/2023 -

- Created an up-to-date social media content plan while staying on the latest trends.
- Made a new and improved logo with a consistent color palette.
- Reading social analytics.

### Bootleggers - Pooler, GA

Bartender

8/2022-10/2022

- Demonstrated a strong ability to multitask.
- Partnered with coworkers and management to exceed customer expectations.
- Resolved conflicts with patrons, ensuring a positive outcome.

### Private Lacrosse Trainer - El Dorado Hills, CA

Coaching Youth Lacrosse

2019 - 2022

- Implemented a private training program for youth lacrosse players.
- Pitched and marketed my services throughout the community.
- Fostered relationships with young players and parents to ensure trust and respect.