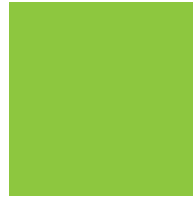




alisa Ferrara
graphic Designer



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work experience

Marketing Media Specialist/Graphic Designer FIG Marketing/Financial Independence Group, LLC

Brand all contracted independent insurance agents and financial advisors. Create all requested marketing materials according to brand: brochures, flyers, signage, magazine ads, notecards, letterhead, envelopes, business cards, web pages, folders, stickers, packaging, agendas, nametags, trophies, etc. Create promotional videos for individual programs and FIG announcements. Brand and promotion of FIG major/minor events and incentive trips.

Marketing Artist/Graphic Designer Kappa Map Group

Design and update nationally published Road Atlas & Fold Map covers and interior ads. Create templates for all published material. Research and purchase cover photography. Retouch photographs & vintage map images. Assist in-house print production and proofing. Design and assemble product packages. Design ASR badges. Re-brand company logo and business card. Update web site. Layout, design, print and distribute marketing collateral. Create banners and signage for trade shows and advertising. Stage and upload web images.

Administrative Assistant Mass Mutual Financial Group

Client Relations, Incoming/Outgoing Correspondence, Mail Room Management, Promotional Collateral Design and Photography.

Concierge Desk Manager Dock3 Cincinnati Children's Hospital

Employee Perks Services, Patient Information, Directory Services, Dock3 Marketing Material and Customer Recruitment.

education

Full Sail University, Orlando, FL May 2010

Associate of Science in Graphic Design, Valedictorian
Course Directors Award in Typography & Page Layout
Course Directors Award in Designing Computer Graphics
Course Directors Award in International Property & Law
Graduate Showcase Award of Excellence

Great Oaks School of Technology, Cincinnati, OH Dec 2008

Certification in Graphic Design

Software Experience Intermediate Level:

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Final Cut Pro
Constant Contact
HDR Efx Pro
Microsoft PowerPoint
Microsoft Word
Microsoft Excel

Basic Level:

Dreamweaver
Flash

