

# ALISA FERRARA AGNEW

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## PERFORMANCE SUMMARY

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**Highly skilled and experienced design professional with proficient knowledge in managing the artistic output of creative marketing teams. Exceptional personal time management and assertiveness to properly manage while remaining hands-on in the design process. A creative leader and efficient doer in one!**

## SUMMARY OF QUALIFICATIONS

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Creative Direction	Content Creation	Event Marketing
Concept Design	Event Production Design	Web Banners
Brand Development	Logo Design	Web Graphics
Advertising Concepts	Promotional Videos	Videography
Creative Writing	Email Marketing	Video Editing

## WORK OF EXPERIENCE

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**Senior Marketing Media Lead** (Formerly Senior VP, Enterprise Marketing)

**Jan 2022 – Present**

*Financial Independence Group / FIG Marketing – Cornelius, NC*

- Responsible for the overall design, development, and execution of creative marketing concepts for leading-edge initiatives and branding solutions for Financial Independence Group.
- Creative direct the enterprise marketing team of strategists, coordinators, designers, animators, content developers, video editors, and copywriters in creative thought and high-level execution
- Operate in the role of Creative Director and Production Designer to accomplish company-wide recruiting and retention initiatives through email marketing, social media, industry events, lead generation, creative recruiting concepts

**Senior Marketing Strategist**

**July 2020 – Jan 2022**

*Financial Independence Group / FIG Marketing – Cornelius, NC*

- Lead corporate marketing team of designers, copywriters, coordinators, videographers in development and design of marketing strategies and deliverables
- Work with executives, sales teams, content creators and other company stakeholders to develop individual strategies to increase client engagement and recruiting
- Work closely with Director of Corporate Events as Production Designer for recruiting, training, and educational events, brand creation, marketing communications, stage design, presentations, video production

**Creative Production Lead**

**Jan 2014 – July 2020**

*Financial Independence Group / FIG Marketing – Cornelius, NC*

- Oversee graphic designers and video editors
- Spearhead the design, layout, production of ads, and articles in-house and for clientele
- Manage the internal corporate design, web graphics, layout, and distribution of company magazine
- Develop event themes and execute marketing and branding elements relative to event needs and specifications
- Coordinate brand marketing programs and develop brochures, booklets, binders for marketing and training
- Manage clients video production (shooting, editing, and exporting) from concept to completion
- Implement and put into action the motion graphics pre-made templates to enhance final product
- Arrange and direct in-studio, corporate video sessions and photo shoots.

- Create and manage corporate promotional videos, weekly video announcements, event and program marketing, and theme videos
- Execute the branding, planning and production of the annual corporate sales symposium (500 attendees), bi-monthly recruiting events (3 per year, 150 attendees), Corporate Party (200 attendees) and events.
- Collaborate with speakers in visual elements of keynote presentations run sound board and lighting

### **Graphic Design/Marketing Media Specialist**

**May 2011 – Jan 2014**

#### ***Financial Independence Group / FIG Marketing – Cornelius, NC***

Responsible for conceptualization and creation of various types of design projects. Translate creative requests and ideas, internal and external, into project plans and deliverables for print, video, events, marketing media and related digital content.

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|----------------------|----------------------------|
| ○ Brochures          | ○ Custom Font Design       |
| ○ Event Promotion    | ○ Web Banners              |
| ○ Logo Design        | ○ Web Graphics Videography |
| ○ Promotional Videos | ○ Video Editing            |
| ○ Postcard Marketing | ○ Email Marketing Graphics |

### **Marketing Support Artist**

**November 2010 – June 2011**

#### ***Universal Map Group – Deland, FL***

- Designed and updated nationally published Road Atlas & Fold Map covers and interior ads.
- Created templates for all published material.
- Retouched photographs & vintage map images and purchased cover photography
- Assisted in-house print production and proofing.
- Designed and assembled product packages as well as ASR name badges
- Re-branded company logo and business card to increase brand engagement.
- Updated the layout, design, web images, print and distribute marketing collateral for company website.
- Created banners and signage for trade shows and advertising

## **TECHNICAL PROFICIENCIES**

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- **Applications:** Adobe CC: Photoshop, Illustrator, InDesign, Final Cut Pro, Acrobat Pro, Lightroom, Premier Pro
- **Operating Systems:** Mac OSX
- **Office Package:** Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook
- **Miscellaneous Experience:** Agile Methodology, Workfront Project Mgmt Software, Act-on Software, AirTable

## **EDUCATION**

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| • <b>Full Sail University, Valedictorian – 3.9GPA</b><br>Associates of Science in Graphic Design | • <b>Great Oaks School of Technology</b><br>Certification in Graphic Design |
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## **HONORS & INVOLVEMENT**

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- Course Directors Award in Typography and Page Layout
- Course Directors Award in Designing Computer Graphics
- Course Directors Award in International Property and Law
- FS Award of Excellence in Graphic Design
- Member Student Association of Real-World Advancement