

Alissa Cook

Contact

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Education

Miami University
Bachelor of Fine Arts,
Graphic Design

Professional Experience

City Year

Events & Marketing Manager
2022-Present; Tulsa, OK

- Manage 16+ annual projects to support marketing, fundraising, and program needs
- Produce visual elements for digital media (e-mail marketing, website, social media) and print media (brochures, reports, direct mail)
- Gather stories of student success through interviews and relationships for marketing and community engagement, such as monthly newsletters
- Increased social media engagement 146% across four platforms in first six months

Project Leader

2021-2022; Boston, MA

- Designed transformational and sustainable volunteer experiences for corporate partners
- Lead over 3,000 volunteers in virtual and in-person projects that benefit their community
- Illustrated and installed murals for community partners
- Prepared comprehensive guides to share landscaping practices with 29 national sites

Student Success Coach

2020-2021; Tulsa, OK

- Served as a near-peer mentor to help meet the academic and social-emotional needs of 7th grade math students
- Partnered with a certified teacher to develop lesson plans and effectively deliver instruction to students

Allergy Insider

Illustrator & Content Curator
2020; Remote

- Created 50+ ready-to-use images for Facebook, Twitter, and Instagram
- Templated Allergy Tip Tuesday for consistent look and feel
- Managed overlapping deadlines and batched monthly social posts

Relay Design Co.

Branding & Strategy Intern
2020; Louisville, KY

- Iterated on a logo and typography direction for a sustainable construction consulting company
- Researched industry to launch internal rebranding strategy
- Pitched 4 themes for AIGA Midwest Design Week 2020

Bath & Body Works

Concept & Packaging Intern
2019; Reynoldsburg, OH

- Contextualized forecast for Fall/Halloween 2020 into 16-page design proposal
- Ideated on 400+ design possibilities for spring collection of candles and soaps
- Studied hundreds of competitor beauty products to understand packaging trends

JUMPER Threads

Product Design & Development Lead
2018; Cincinnati, OH

- Curated the layout, icons, and motion graphics of a successful Kickstarter campaign raising over \$110,000 to launch new product line
- Designed over 40 products, packages, and labels for socks and underwear
- Communicated with manufacturers using technical packs that specified product construction

GrandinRoad

Catalog Production Intern
2017-2018; West Chester, OH

- Edited and proofread 600+ spreads for 16 product catalogs
- Assisted in art directing photo shoots for product photography
- Organized over 1,500 catalog pages for meeting materials and booklets