

Alyssa Kochin

GRAPHIC DESIGNER

PROFILE

I am a driven graphic designer and communications director, exhibiting a strong work ethic, organization, and a keen eye for design.

I have over 8 years of experience in design, marketing, print production, professional design, and client services, along with 4 years of social media management and digital marketing.

I am an avid flyfisher, lover of the outdoors, and a proud St. Louis Cardinals fan!

CONTACT

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SKILLS

INDESIGN



ILLUSTRATOR



PHOTOSHOP



PREMIERE PRO



PRINT PRODUCTION



PHOTOGRAPHY



SOCIAL MEDIA PLATFORMS



WORK EXPERIENCE

DIRECTOR OF COMMUNICATIONS - ST. DOMINIC HIGH SCHOOL

JANUARY 2019 - PRESENT

Create print and digital pieces to promote and market school admissions, advancement initiatives, school functions and events. Design major branding components and signage on campus and ensure branding stays cohesive. Design collateral material for a major capital campaign initiative. Work closely with heads of departments to distribute effective information on a daily basis. Manage social media platforms and school app. Assist in planning and branding advancement events such as the annual dinner auction, 24-hour giving day, and private donor events.

GRAPHIC DESIGNER - GOELLNER PRINTING INC.

MAY 2015 - JANUARY 2019

Design personalized business branding identities, branding literature, and signage for specialized clientele. Work closely with wedding clients and create custom wedding stationery ensembles. Keep printing services on schedule. Prepare jobs in prepress department and operate large scale printers.

GRAPHIC DESIGNER - SARAH WEHDE EVENTS & CONSULTING

MAY 2015 - JANUARY 2019

Consult with businesses and create specialized logos, websites, and literature for start up companies and established companies. Create brand identity and event materials for a large, nationwide college business competition. Design custom wedding stationery, monograms, and wedding favors for local brides. Work with brides to plan and design wedding essentials.

GRAPHIC DESIGNER - MISSOURI STATE COLLEGE OF BUSINESS

OCTOBER 2015 - MAY 2016

Develop a manual detailing the usage and operation of large format printers. Teach professors and office employees how to operate printers and laminator. Design various posters, flyers, and other informational pieces requested by College of Business faculty.

EDUCATION

MISSOURI STATE UNIVERSITY - SPRINGFIELD, MO

August 2011 - May 2016

BFA in Graphic Design

Minor in Advertising and Promotion

Minor in Art History

ASSOCIATIONS

ST. DOMINIC FIELD HOCKEY & LACROSSE COACH

ALPHA SIGMA ALPHA SORORITY

GIRLS ON THE RUN

AIGA SPRINGFIELD CHAPTER

STUDENTS IN DESIGN

AWARDS AND EXHIBITIONS

SARAVEJO100, 2014

International Invitational Poster and Multimedia Exhibition - France, Russia, Poland, Bosnia, Mexico, USA

IMAGE AND DESIGN EXHIBITION

Art & Design Program Showcase - Missouri State University 2015

BFA IN DESIGN

Senior Exhibition - Missouri State University 2016