



ALYSSA BATCH

MBA | Graphic Designer | Entrepreneur

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EDUCATION

The University of Toledo

Masters in Business Administration
Business Administration, 2022

Bowling Green State University

Bachelor Of Fine Arts
Graphic Design, 2016

CERTIFICATIONS

Advanced Leadership Academy

8 week leadership training received in 2019.

SKILLS

- Adobe Creative Suite
- Art Direction
- Branding//Identity
- Brand Management
- Business Strategy
- Client Consultation
- Innovative Design Concepts
- Leadership Trainings
- Marketing
- Packaging Design
- Problem Solving
- Strong Presentation Skills
- Team Collaboration
- Web Design

EXPERIENCE

MadAveGroup

SENIOR DESIGNER // SEPTEMBER 2021 - JUNE 2022

Senior designer for the design2influence (d2i) agency owned by MadAveGroup. Upon hire, there was one on one personal training to take over as the Brand Director for d2i. Key responsibilities include all forms of design and advertising collateral for clients and MadAveGroup agencies. Additional trainings in leading projects and campaigns, as well as presenting to clients, MadAveGroup agencies, and one on one with the Chief Brand Officer.

The University of Toledo

GRAPHIC DESIGNER // NOVEMBER 2016 - AUGUST 2021

Graphic designer in the marketing and communications department for The University of Toledo. Responsible for all academic colleges within the University, creating umbrella brands for each college under the universities brand standards. Worked directly with the marketing team, lead photoshoots, and main campaigns for the president of the university.

Fruchtman Marketing

DIGITAL GRAPHIC DESIGNER // JUNE 2016 - NOVEMBER 2016

Supported the SEO team and prepared social media graphics based upon top performance posts. Designing the creative for clients, social media accounts, digital ads, as well as coming up with campaigns to drive traffic to their store.

Unigraphics

GRAPHIC DESIGNER // MAY 2015 - MAY 2016

Design intern for Bowling Green State University for the summer, hired as a part time designer at the start of senior year. Responsibilities include working closely with the Art Director and training design interns about the university brand standards.

ACHIEVEMENTS

The BFA Show, 2016

Juried BFA show, featuring Comfort Covers; bedding solution designed for dementia patients, families, and care givers.

The Hatch, 2015 - 2016

A business program similar to the popular TV show Shark Tank, for pursuing a business plan to pitch to investors. Selected as one out of 130 applicants chosen to pitch in front of a live audience.

Addy Awards, 2015 - 2016

Collaboration piece, artomatic "Do Amazing Things" mural won a gold ADDY. Featured in the Creative Quarterly Issue #43 and their online gallery.