



# ALYSSA MARK



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## EMPLOYMENT HISTORY

### **Artlife Graphics**, Malibu, CA

*Graphic Designer, Owner* (2006-present)

Create and design original advertising pieces for clients using Photoshop, InDesign, Illustrator and Dreamweaver to meet each client's needs. Designed custom websites, e-mail newsletters and various types of advertising collateral.

**Clients include:** Eco~Baby Marketplace, Healing Odyssey, Home Entertainment Magazine, Luxury CE Magazine, Vance Entertainment, AVW, Tech Quest Systems, MCSA and Chocolatl Inc, Shimmering River Farm, Petit Tresor, House of Props, Loose Ends Events, Tiger Lily Collections.

### **Local Community Magazine Group**, Camarillo, CA

*Senior Graphic Designer*

- Produced and edited advertising for magazine, 4 magazines per month
- Advertisement, page design, ad redesign and photo touch ups
- Magazine layout of 16-28 page magazines
- Worked with clients from initial ideas through final design
- Sent the final result to printer by deadline each month
- Primarily used InDesign and Photoshop for all desktop publishing needs

### **Tiger Lily Collections**, Malibu, CA

*Jewelry Designer/ Personal Assistant* (2007-present)

- Produced unique jewelry working directly with company's owner to achieve final piece
- Photo editing of jewelry
- QuickBooks, shipping, website uploads, data entry

### **Petit Tresor**, Brentwood, CA

*Website Manager* (2009)

- Uploaded all information and images in to a Content Management System for the company's website
- Edited images in Photoshop as needed

### **House of Props, Hollywood, CA**

*Photo Editor/Website Manager (2008-2009)*

- Used Photoshop to edit photos of the company's products
- Used Dreamweaver to upload images of products to the company's website
- Produced e-mail newsletters
- Data entry and organization of all information for the company's website

(See: [www.houseofpropsinc.com](http://www.houseofpropsinc.com) )

### **Gregg Ruth & Co., Malibu, CA**

*Photo Editor/Photographer/Website Manager (2008)*

- Photographed jewelry
- Used Photoshop to color correct, trace and composite images of jewelry
- Uploaded images to the company's website using proprietary software
- Printed and bound sales books and press kits
- Data entry of all products into the company's website database

(See: [www.greggruth.com](http://www.greggruth.com) )

### **Homes and Land Magazine, Calabasas, CA**

*Assistant Graphic Artist (1998)*

- Designed layouts of properties for the magazine using Quark and Photoshop
- Organized photos of houses and chose images to put in publication

## EDUCATION

### **Bachelor of Arts**

University of California at Santa Barbara, Santa Barbara, CA

## SOFTWARE EXPERIENCE

- Proficient in **Microsoft Word, Excel and PowerPoint.**
- Proficient in **Adobe CS3**, including **Photoshop, InDesign, Illustrator and Dreamweaver.** Well versed in both **Mac and PC**-based platforms.