



Alissa Ann Apel

alissaapel.com | anapeladay@gmail.com

3118 North 76th Street Omaha, Nebraska 68134 | 402 515 0697

Expertise

Motivated to design and complete projects in an imaginative way, looks at the big picture from different perspectives, and follows up with key details.

Creates with Photoshop, Illustrator, InDesign, Keynote, PowerPoint, Word, Pages, Squarespace, WordPress, Constant Contact, social media, Sprout Social, enjoys coming up with ideas and public speaking.

Experience

Marketing Manager and Lead Graphic Designer for EHPV Management Group, Omaha, NE 23-Present

- Refine the voice and brand for EHPV Management Group and their affiliates—Big Red Keno, Big Red Restaurant & Sports Bar, Big Red Neighborhood Restaurant, La Vista Keno, Jimbo's Diner, and Winners Sports Bar
- Comply with legal regulations with ethical marketing
- Design print and online marketing materials: campaigns, brand guides, TV Screens for the bars, menus, posters, cards, fliers, rack cards, caddy inserts, banners, signage, logos, website material, social media graphics, lead the roll-out of a new keno game and all new content for their *Playbooks*, and more
- Developed content for their Giving Back and STEM programs

Graphic Design Coordinator for Mosaic International, Omaha, NE 21-23

- Refined the voice and brand for Mosaic and their affiliates—Soreo, Living Innovations, The Oaks, and Ease-e Medical
- Complied with HIPAA regulations with ethical marketing
- Designed print and online marketing materials: campaigns, brand guides, posters, cards, fliers, rack cards, trifolds, logos, social media graphics, and more

Writer and Influencer for AnApelaDay.com, Omaha, NE 08-22

- Guest writer for various websites
- Photographed merchandise for online reviews
- Published daily posts and product reviews for local and national companies including: McDonalds, The Rose Theater, Family Fare, Soft Surroundings, Wayfair, Energizer, Del Monte, Ripley's Believe it or Not?, Uncommon Goods, ThinkFun, Pressman Toys, Novica in association with National Geographic, Fat Brain Toys, and others

Instructor for Midland University, Fremont, NE 21-22

- Developed in person and online design curriculum: Intermediate Advertising Design
- Utilized a variety of teaching methods using Canvas, Zoom, the Adobe programs, and WordPress to deliver interactive instruction to a diverse student body
- Facilitated individual and group portfolio critiques

Lead Designer for AIM Institute, Omaha, NE 20-21

- Art directed strategic campaigns for AIM Institute programs: Upward Bound, Code School, Leadership Academy, Talent Search, the Brain Exchange, and Educational Opportunity Center
- Taught design classes at Brain Exchange
- Designed print and online marketing materials: Campaigns, posters, cards, fliers, logos, newsletters in Constant Contact, social media shares using Sprout Social, and more
- Developed content for a new STEM Ecosystem WordPress site
- Photographed and edited images, for print and online use

Instructor for the Creative Center College of Art and Design, Omaha, NE 02-20

- Developed in person and online art and design curriculum
- Utilized a variety of teaching methods using Google Forms, Google Docs, Zoom, Squarespace, WordPress, keynote, PowerPoint, and the Adobe programs to deliver interactive instruction to a diverse student body
- Facilitated individual and group portfolio critiques
- Delivered recruitment presentations to prospective students
- Maintained student and organization records in multiple data bases



Alissa Ann Apel

alissaapel.com | anapeladay@gmail.com

3118 North 76th Street Omaha, Nebraska 68134 | 402 515 0697

Designer and Illustrator for Dotzler Creative Arts, Omaha, NE 02-20

- Designed and illustrated print and online marketing materials: Posters, fliers, stationery, logos, icons, engaging content for websites, blogs and social media accounts
- Photographed and edited images, for print and online use
- Facilitated continuing education workshops for high school art teachers

Craft Developer for Corporate Three Design | ParentSavvy, Omaha, NE 17-18

- Developed and photographed step-by-step art projects for kids
- Wrote and edited content for a monthly online post

Art Direction and Design work for various companies and nonprofit organizations; projects include:

- Campaign designs and brand guides
- Logos, icons, and stationery sets
- T-shirts and merchandise
- Point of purchase, posters, fliers, infographics, and banners
- Advertisements, catalog and magazine spreads
- Photoshop touch-up work
- Websites and social media marketing

* **Client list available upon request**

Exhibitions

- Captive and Buzz Filter - Juried Exhibit - Split Gallery, Omaha, NE
- ImageNation - Silver ADDY Award, Omaha, NE
- The Dog Show - Adopt Art Omaha - Dixie Quicks, Council Bluffs, IA
- Royal Flush - Group Exhibit - Common Grounds, Omaha, NE
- Royal Flush - Regency Fine Art Gallery, Norcross, GA
- MFA - Group Exhibit - Harris Hall, Savannah, GA
- Please Be Mine - Love Juried Exhibit - Haymans Hall, Savannah, GA
- Macbeth - Featured in the Society of Illustrators winner, New York, NY
- Member of AAF Omaha 22-Present
- Facebook Blueprint Certified 6/19
- Taught painting workshops at Family Room Church, Omaha, NE 6/18-7/18
- Judged and volunteered for Nebraska Scholastic Art Awards, Omaha, NE 11/16 and 11/18
- Speaker and writer for Common Sense Digital Citizenship Media Workshops sponsored by Do Space, Omaha, NE 10/15-10/16
- Speaker for Savannah College of Art and Design recruitment, Omaha, NE 11/12

Education

- Savannah College of Art and Design, Savannah, GA 8/98-5/00
MFA in Illustration and Design - Magna Cum Laude
- Kansas City Art Institute, Kansas City, MO 8/94-5/98
BFA in Illustration and Design - Honors