



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.

Education

Savannah College of Art and Design Savannah, GA 98-00

- MFA in Illustration, Electives in Web - Propes Fellowship awarded
- Graduated with honors 3.88 GPA - Magna Cum Laude

Kansas City Art Institute, Kansas City, MO 94-98

- BFA in Illustration and Design
- Graduated with honors 3.117 GPA - Honors

Experience

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 and design
- Developed an online Advocacy Resource in support for those that have IDD
- Designed printed and online marketing materials: Campaigns, brand guides, posters, cards, fliers, rack cards, trifolds, logos, social media graphics, fundraising materials including data merge 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

Marketing Coordinator for Schemmer, Omaha, NE 21

- Created content for the internal website and schemmer.com
- Developed Architecture | Engineering proposals primarily in InDesign, put together innovative PowerPoint presentations and leave behinds for Architect | Engineer interviews
- Designed a binder cover and inside pages for Talent Acquisition and Development Strategist that is used for onboarding employees



Alissa Ann Apel

alissaapel.com | anapeladay@gmail.com

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

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

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

Family Room Church, Omaha, NE 18

- Taught painting classes
- Worked with a variety of ages, and demographics

SOFT, Omaha, NE 17-19

- Created their logo, brand guide
- Designed T-shirts for their conference

Cora Carolina Toy Boutique, Online, NE 11-12

- Created an ad for their website, facebook page and blog
- Wrote content for a monthly post

Generation Two Marketing and Communications Inc., Omaha, NE 01-04

- Designed for David M Mangelsen's, Redfield and Company Inc., USA Swimming, Boys Town and more
- Designed print marketing materials: Campaign designs, brand guides, logos, icons, stationery sets, t-shirts, merchandise, point of purchase, posters, fliers, infographics, banners, advertisements, catalog and magazine spreads, and Photoshop touch-up work

Aveno Window Blinds and Shutters, Atlanta, GA 00-01

- Designed an extensive catalog of their products that went out to stores that carried their blinds and shutters
- Created point of purchase signs, posters, banners and more

Gadsen Elementary, Savannah, GA 98-00

- Taught elementary students how to read
- Developed innovative techniques on learning

Aveno Window Blinds and Shutters, Savannah, GA 00

- Team taught Art Media Techniques
- Expanded the class by coming up with new techniques for underclassmen

Ron Drain, Online, 99

- Illustrated a book cover for *Kindred Spirits*

Specialty Finishing, Omaha, NE 97-98

- Designed their school folders and notebooks
- Collated and used large format printers



Alissa Ann Apel

alissaapel.com | anapeladay@gmail.com

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

Exhibitions

The University of Kansas Hospital, Kansas City, MO 98-99

- Medical drawings were done monthly
- Watercolor paintings were done with an overlay of pen and ink

Kansas City Art Institute, Kansas City, MO 98-99

- A trained peer advisor that supervised those living in a Residence Hall as a Resident Assistant
- Participated in team meetings, developed interpersonal skills and gained problem solving skills
- Became certified in first aid training

Kansas City Art Institute, Kansas City, MO 98-99

- A technician that assisted students with Microsoft Word
- Problem solved computer issues

- *Captive and Buzz Filter* - Juried Exhibit - Split Gallery, Omaha, NE 18
- *ImageNation* - Silver ADDY Award, Omaha, NE 15
- *The Dog Show* - Adopt Art Omaha - Dixie Quicks, Council Bluffs, IA 15
- *Royal Flush* - Group Exhibit - Common Grounds, Omaha, NE 04
- *Royal Flush* - Regency Fine Art Gallery, Norcross, GA 01
- MFA - Group Exhibit - Harris Hall, Savannah, GA 00
- *Please Be Mine* - Love Juried Exhibit - Haymans Hall, Savannah, GA 99
- *Macbeth* - Featured in the Society of Illustrators winner, New York, NY 98

Events

Self Seeking Events

- Member of American Advertising Federation Omaha, Omaha, NE 22
- Facebook Blueprint Certified 19
- SCORE Marketing Conference, Omaha, NE 18
- Judged and volunteered for Nebraska Scholastic Art Awards at the TAC Building, Omaha, NE 16 and 18
- Video speaker and writer for Common Sense Digital Citizenship Media Workshops sponsored by Do Space, Omaha, NE 15-16
- AIGA Jessica Hische Speaker on Typography at The Waiting Room, Omaha, NE 15
- Art Media Techniques speaker for high school art instructors, Omaha, NE 14
- Fred Pryor Social Media Training, Omaha, NE 14
- Toastmasters International, Omaha, NE 13
- Speaker for Savannah College of Art and Design recruitment, Omaha, NE 12
- Omaha Postcard and Paper Trade Show, Omaha, NE 12
- Golden Paint Company Demo, Omaha, NE 10
- Volunteer for Teddy Bear Hollow Grief Support Workshop, Omaha, NE 10
- Developed curriculum and taught Omaha Exploring - Discover Your Future for Young Men and Women ages 14-20, Omaha, NE 15
- Graphic Artist Guild Member, Atlanta, GA 02
- Mentored youth in a reading program: Garrison Elementary, Savannah, GA 98-00

Educational Events

- Dr. Ryan Carruthers, CenterPointe "Addictive Behaviors and Myths About Drug Use", Stacie Lundgren, Nebraska State Patrol "Personal Safety Tips", Julie Bloomingdale, Boystown National Hotline "Signs of Depression/Self-Harm and How to Ask for Help" and Angela Brown, Women's Center for Advancement "Domestic Violence and Sexual Awareness", Omaha, NE 18
- Instilling GRIT, Omaha, NE 17
- Changing Learning Disabilities into Abilities, Omaha, NE 16
- The Power of Differences, Omaha, NE 15
- Engaging All Learners, Omaha, NE 14
- Styles of Teaching, Omaha, NE 13



Alissa Ann Apel

alissaapel.com | anapeladay@gmail.com

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

Education Modules

- Digital Age and Social Media, Omaha, NE 12
 - Understanding Different Generations, Omaha, NE 11
 - Transition From High School to College, Omaha, NE 10
 - Online Learning, Omaha, NE 09
 - Current Issues in Education, Omaha, NE 08
 - The Power of Research, Omaha, NE 07
 - Curriculum Development, Omaha, NE 06
 - Blog Design, Omaha, NE 05
 - Web Design, Omaha, NE 04
 - Designing in 3D, Omaha, NE 03
 - First Aid Training, Omaha, NE 02
-
- Provide for Safety | Demonstrate a Concept or Principle, Omaha, NE 18
 - Use Conferences to Help Meet Student Needs | Employ Reinforcement Techniques, Omaha, NE 17
 - Evaluate Your Instructional Effectiveness | Provide Differentiated Instruction, Omaha, NE 16
 - Assess Student Performance: Attitudes | Establish Student Performance Criteria, Omaha, NE 15
 - Determine Student Grades | Employ Simulation Techniques, Omaha, NE 14
 - Demonstrate a Manipulative Skill | Assess Student Performance: Skills, Omaha, NE 13
 - Develop a Unit of Instruction | Introduce a Lesson, Omaha, NE 12
 - Assess Student Performance: Knowledge | Manage the Adult Instructional Process, Omaha, NE 11
 - Direct Student Laboratory Experience | Individualize Instruction, Omaha, NE 10
 - Summarize a Lesson | Assist Students in Improving Their Oral Communication Skills, Omaha, NE 09
 - Employ Brainstorming, Buzz Group, and Question Box Techniques | Employ Oral Questioning Techniques, Omaha, NE 08
 - Reinforcement Techniques | Assist Students in Developing Self-Discipline, Omaha, NE 07
 - Develop Performance Objectives | Direct Students in Applying Problem-Solving Techniques, Omaha, NE 06
 - Develop a Lesson Plan | Present an Illustrated Talk, Omaha, NE 05
 - Affective Domain Teacher Training Module | Plan Instruction for Adults, Omaha, NE 04
 - Provide for Student Safety | Assess Student Performance: Attitudes, Omaha, NE 03
 - Evaluate Your Instructional Effectiveness | Demonstrate a Concept or Principle, Omaha, NE 02
 - Provide Instruction for Slow and More Capable Learners, Omaha, NE 01