



# ALYSSA MARTINEAU

I am a creative problem solver with the ability to execute ideas through proficient skill in Adobe Creative Cloud. Over the past two years, I have honed excellent communication and relationship skills while serving as a collegiate cheer captain, leading to success in my current majors and graphic design position at BYU. I am highly resourceful, innovative, and organized. In addition, I have a passion for collecting Nike shoes and consider myself a soup (and soup adjacent) connoisseur.

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## EDUCATION

### Communications: Advertising

Brigham Young University  
Exp. Graduation April 2024

### Art History and Curatorial Studies

Brigham Young University  
Exp. Graduation April 2024

- Study Abroad to the International Festival of Creativity 2024
- AAF Member
- BYU Cheer All-Girl Captain 2021-2023
- BYU Cheer Historian and Social Media Manager May 2020-May 2021

## SKILLS AND CERTIFICATIONS

Adobe Creative Suite

Proficient in Microsoft Office

Branding

Persuasive storytelling

Illustration

Meltwater Certification

Muckrack Certification

SEO Certification

## WORK EXPERIENCE

● November 2023 - Present  
BYU Continuing Education | Provo, UT

### Graphic Designer

- Developed compelling digital and print assets, including ads, posters, and magazines, contributing to enhanced brand visibility and engagement
- Maintained brand integrity by meticulously following brand guidelines, ensuring visual coherence across websites, social media channels, and advertising.
- Oversaw projects from initial concept to final production, ensuring excellent delivery of high-quality designs

● August 2022 - Present  
BYU AdLab | Provo, UT

### Art Director

- Conceptualize and execute innovative advertising campaigns for a diverse portfolio of brands, ensuring alignment with creative briefs and brand objectives.
- Utilize Adobe Creative Suite to craft multimedia campaigns that establish consistent brand representation across social media, print, TV, and out of home.
- Present concepts and campaign proposals to both the creative director and clients, incorporating feedback to refine end-products and meet strategy goals

● May 2020 - May 2021  
SmartyStreets | Provo, UT

### NIL Social Media Marketing Contract

- Collaborated with creative team to develop and execute social media strategies that increased brand awareness contributing to the success of sponsored campaigns.
- Maintained professionalism and integrity in all social media interactions, aligning content with BYU athletics creating a positive representation of SmartyStreets