

ALYSSA VITALINO

QUEENS, NY ★ 917-902-2373 ★ ALYSSAVITALINO@GMAIL.COM

PROFESSIONAL SUMMARY

Creative strategist and multi-media artist with a focus on marketing, communications and public relations for musicians. Communicative problem-solver with the ability and passion to collaborate with peers for artistic endeavors. Visual storyteller with a desire to display descriptive messages through a variety of mediums.

EDUCATION

EXPECTED Bachelors of Business Administration (BBA) : Strategic Design & Management
MAY 2022 - Parsons School of Design at The New School, Greenwich Village, NY

- 3.9 GPA

EXPERIENCE

AUG 2021 - DECEMBER 2021

Communications Intern Kaver App - Remote

- Developing brand strategy research to propel user accessibility & active engagement
- Assisting with app development and design including visual style & text translations
- Brainstorming advertisement/marketing concepts
- Producing social media content including Instagram stories & TikTok videos

APRIL 2021 - NOVEMBER 2021

Sales Associate 260 Sample Sale - Soho, NY

- Greeting and catering to the needs of clients during their shopping experience
- Merchandising clothing/products to maintain organization & maintenance of sales floor
- Assisting customers with personal styling & selection tips for mindful purchases
- Gaining knowledge of luxury retail brands to help customers with related inquiries
- Physical activity for 10 hour shifts in a fast-paced environment & lifting boxes up to 20 pounds
- Operating POS system for credit card transactions with accuracy

AUGUST 2020 - NOVEMBER 2020

Sales Associate Goodwill of Western New York - Buffalo, NY

- Second-hand clothing organization, quality inspection & curation
- Floor maintenance including sizing, pulling & running racks of clothing
- Operating cash register/POS system for cash/credit card transactions with accuracy
- Maintaining store cleanliness to follow health precautions & visual clarity
- Preparing clothing for sale & distribution

SKILLS

- Engagement & familiarity with music industry
- Interest in design, art curation & creative direction
- Natural attention to detail & organization
- Enthusiastic & positive demeanor
- Strong communication skills with teams & clients
- Knowledge of Adobe (Photoshop, Illustrator, Indesign & Premiere) & Microsoft (Word, Office & Excel)
- Knowledge of social media platforms including Instagram, Pinterest, Tumblr & TikTok