

## **Alyssa Carvo**

Mobile: (203) 810-9110

alyssacarvo03@gmail.com

Portfolio: [alyssacarvoportfolio.com](http://alyssacarvoportfolio.com)

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### **EDUCATION**

University of Michigan, Ann Arbor

Bachelor of Arts degree in Communications & Media with an Art and Design minor

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### **EXPERIENCE**

#### **Graphic Design Intern - Half Dreaming Creative Agency - Charleston, SC**

June 2025 - Present

- Worked hands-on across all phases of client projects at a fast-paced creative agency. Contributed to branding and logo design, website layouts, social media content, SEO-focused marketing assets, and animation. Collaborated directly with clients in meetings and reviews, gaining experience in presenting and refining creative work. Played a key role in executing visual identities and maintaining design consistency across platforms.

#### **Communications Assistant - National Center for School Safety - Ann Arbor, MI**

May 2022 - Present

- Collaborate with the communications team to generate, edit, and publish a diverse range of content including articles, summaries, and videos. Utilize Adobe InDesign and Illustrator to create detailed and visually appealing summaries that enhance user understanding. Design and implement custom graphics to supplement video content. Experience with web design in WordPress.
- Collaborator on "Key Considerations for Bullying Prevention".

#### **Marketing Team Member - Michigan Recreational Sports - Ann Arbor, MI**

September 2022 - May 2025

- Conceptualize, design, and produce various marketing materials, including stickers, t-shirts, and promotional items, to enhance student engagement. Create compelling social media postings that communicate Rec Sports brand. Design and execute both print and digital advertisements, including posters and digital boards. Collaborate with the team on the creation of engaging social media videos appealing to students, contributing to a 65% engagement growth on Instagram within a year.

#### **Personal Trainer - Michigan Recreational Sports - Ann Arbor, MI**

June 2023 - May 2025

- Conduct comprehensive fitness assessments to evaluate clients' fitness levels, strengths, and areas of improvement. Collaborate with clients to define and set short-term and long-term fitness goals, ensuring they are both challenging and attainable. Design individualized workout programs tailored to clients' specific needs. Form positive and motivating relationships with clients.
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### **SKILLS**

Self-Taught Artist - Produces various commissioned artwork pieces, tailored to client specifications and preferences.