

# ALYSSA ROSE WALDROP

GRAPHIC DESIGNER,  
DIGITAL MARKETING SPECIALIST

## CONTACT

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## PROFESSIONAL SUMMARY

Graphic designer and digital marketing specialist with 10+ years of experience spanning commercial print production, prepress, brand development, and integrated marketing. Combines hands-on print equipment and production knowledge with multi-channel campaign design for corporate and small-business clients. Experienced in managing creative projects from concept through delivery, collaborating across teams, and producing technically accurate, engaging materials.

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## CORE COMPETENCIES

- Print Design & Prepress
- Integrated Marketing Campaigns
- Branding & Identity
- Digital Marketing
- Direct Mail & Signage
- Vendor Coordination
- Client Communication
- Project Management

## PROFESSIONAL EXPERIENCE

### Contract Graphic Designer & Digital Marketing Specialist

**Keplr Vision** | Remote / Bloomington, IL | May 2023 - Present

*Previously supported Keplr as a print/design vendor beginning in 2018; transitioned to a direct contract in 2023.*

- Produce creative assets for a nationwide network of optometry practices, supporting local outreach, patient engagement, and broader marketing initiatives.
  - Create coordinated direct mail, signage, in-office collateral, email campaigns, social graphics, web banners, and event promotions.
  - Develop coordinated, multi-phase marketing campaigns supporting practice openings, relocations, mergers, rebranding initiatives, and patient communications across print and digital platforms.
  - Partner with marketing colleagues and external vendors to align creative assets with brand standards, specifications, and production requirements.
  - Help maintain Marketing Bench, an internal store of customizable practice marketing resources, while managing concurrent projects across locations.
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### Owner, Graphic Designer & Digital Marketing Specialist

**DesignsByAlyssa LLC** | St. Louis, MO | May 2023 - Present

- Lead client projects across branding, print collateral, signage, promotional products, social media, and digital design.
- Manage discovery, creative development, client communication, vendor coordination, and production through final delivery.
- Translate client goals into cohesive visual solutions for small-business and other commercial needs.

## TECHNICAL SKILLS

**Design:** Adobe Illustrator, InDesign, Photoshop (advanced); Canva; Procreate; basic After Effects and Visme

**Print & Production:** Prepress, print-ready file preparation, G7 color standards, digital and offset print workflows, equipment operation, vendor coordination, signage and collateral

**Marketing & Collaboration:** Microsoft Office, Solutionreach, SOCi, Mailchimp, Miro; email and social marketing asset development

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## EDUCATION

**Bachelor of Arts in Graphic Design**  
Lindenwood University | 2017

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## ADDITIONAL EXPERIENCE

Earlier customer service and administrative roles (2012–2016), spanning retail, hospitality, finance, and food service.

## PROFESSIONAL EXPERIENCE (CONTINUED)

### Project Manager

**HUEosity (formerly Top Graphics / GHJ, LLC)**

Maryland Heights, MO | Oct 2018 - May 2023

- Managed and directed incoming commercial print production projects, coordinating job requirements, production workflows, schedules, and delivery expectations from initial intake through completion.
- Collaborated with sales representatives and production management to establish project timelines, prioritize production schedules, and coordinate jobs across multiple stages of the printing process.
- Served as a primary point of contact for client communications, providing project status updates, coordinating shipping and delivery logistics, and proactively addressing production delays or changes.
- Reviewed client-supplied artwork for accuracy and production readiness, performing quality checks, prepress preparation, and troubleshooting to ensure compliance with technical specifications and G7 color standards.
- Coordinated diverse commercial printing projects, including specialized travel industry materials, offset press production, and specialty printing applications.
- Provided secondary graphic design and print production support, developing client artwork as needed and taking on expanded creative responsibilities for key accounts, including Keplr Vision.

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### Graphic Designer & Digital Print Operator

**Ultra-Color Corporation** | St. Louis, MO | Aug 2018 - Oct 2018

- Designed and prepared print-ready files from client concepts; supported equipment operation, production, and quality control.

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### Graphic Designer, Digital Print Operator & Office Manager

**KM Press, Inc.** | Belleville, IL | Feb 2018 - Aug 2018

- Created print and digital designs while coordinating client accounts, office operations, production schedules, and vendors.

## HOBBIES & INTERESTS



Trying new restaurants



Drawing & sketching



Watching movies



Hiking



Spoiling my dog

## VIEW MY WORK

### ▪ Website & Portfolio

[www.designsbyalyssa.com](http://www.designsbyalyssa.com)

### ▪ Selected Recent Projects

<https://awaldrop92890eb.myportfolio.com/work>



LinkedIn  
@Alyssa-Waldrop