



MONICA ALISSE

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EDUCATION

Duquesne University

Pittsburgh, PA | 2023

MA Clinical Mental Health Counseling, GPA: 3.9

Design Academy of Eindhoven

Eindhoven, Netherlands | 2013

MA Information Design, Cum Laude

Rhode Island School of Design (RISD)

Providence, RI | 2009

BFA Graphic Design, GPA: 3.4

Brown University

Providence, RI | August 2006–May 2007

Italian Language Courses

SKILLS

Design | Knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models.

Sales and Marketing | Marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Communications and Media | Media production, writing, communication, and dissemination techniques and methods.

Fine Arts | Printmaking, painting, and illustration

Computer | Adobe Create Suite; HTML/CSS; Microsoft Office; online applications such as Wordpress, Survey Monkey, MailChimp, Social Media, and Google Analytics

Languages | English (native), Spanish (fluent), French (intermediate), Italian (intermediate), Dutch (beginner)

EXHIBITONS

Design & Journalism | Dutch Design Week
Eindhoven, Netherlands | 2015

Self & Unself | Van Abbemuseum, DDW
Eindhoven, Netherlands | 2014

Mastering Design | mudac Museum
Lausanne, Switzerland | Oct. 2013–Feb. 2014

WORK EXPERIENCE

Fishman Flooring Solutions | Marketing Manager

Pittsburgh, PA | January 2021–Present

Manage digital campaigns and review results by supervising digital marketing specialist. Use graphic design skills to develop robust social media pages. Develop consistent brand messaging and brand standards. Lead and collaborate with teams to develop monthly promotions. Research target audiences and create customer personas to increase brand awareness, generate leads, and nurture existing customers. Direct creative agency and vendors to produce marketing collateral.

Fishman Flooring Solutions | Marketing Assistant and Graphic Designer

Pittsburgh, PA | August 2018–December 2020

Design promotional material such as flyers, newsletters, and videos. Assist in refining digital presence by managing website and social media pages.

Thoughtfom, Inc. | Graphic Designer

Pittsburgh, PA | January 2016–May 2018

Develop strong communication platforms—from information graphics, e-commerce sites, brand collateral, manuals, and e-learning material. Work collaboratively with a team of writers, strategists, and business leaders.

FRAME Magazine | Writer

Amsterdam, Netherlands | January 2015–April 2015

Research latest trends in design. Interview designers and write articles for magazine. Arrange visits to exhibitions during Salone del Mobile in Milan.

Hogeschool Utrecht | Graphic Design Lecturer

Utrecht, Netherlands | February 2014–January 2015

Teach college-level students studying Media and Communications graphic design theory and technique using the Adobe Suite.

Time Warner, Inc. | Graphic Design Intern

New York, NY | June 2009–August 2009

Research new viral marketing solutions with digital media, entertainment, and advertising. Produce motion graphics advertising concepts with After Effects.

BARFUTURA | Graphic Design Intern

Madrid, Spain | May 2008–July 2008

Design European film posters, storyboards, logos, and pressbooks. Design printed advertisements for movie theater promos.

VOLUNTEER EXPERIENCE

Crisis Text Line | Crisis Counselor

Pittsburgh, PA | January 2018–Present

Text via online platform to help people in crisis de-escalate personal crises.

AIGA Pittsburgh | Volunteer and Member

Pittsburgh, PA | January 2016–May 2018

Participate in fundraising events and student portfolio reviews.