

ALISA SUNTKEN

GRAPHIC DESIGNER

402-677-1097
alisasuntken@gmail.com
alisasuntken.com
12941 Crown Point Ave | Omaha, NE 68164

ABOUT ME

With a keen eye for aesthetics and a love for creativity, I dive into every project with enthusiasm and dedication. I believe that effective design goes beyond just looking good; it's about communicating ideas, evoking emotions, and leaving a lasting impact. Continuous learning is at the core of my practice. I stay updated with the latest trends, tools, and techniques, constantly pushing the boundaries of my craft. Collaboration is key, and I enjoy working closely with clients to understand their goals and transform their vision into reality.

SKILLS

Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- Lightroom

WordPress

- Divi
- Elementor
- WP Bakery

Microsoft Suite

- Word
- Excel
- Teams

G-Suite

- Docs
- Sheets
- Slides
- Google Meets

Workamajig & Basecamp
Proposals, Contracts, Billing

Figma & Sketch

Canva

Zoom

Team Collaboration

Creative Direction

Social Media

- Facebook
- Instagram
- X
- LinkedIn
- Sprout Social
- Loomly
- Planoly

EDUCATION

Associate of
Occupational Studies

Creative Center

2012-2014

WORK EXPERIENCE

Account Coordinator

Smith Kroeger

March 2024-Present

- Project coordination & management: Skilled in coordinating and managing projects between clients, account managers, and internal departments in platforms like Workamajig, to ensure seamless project execution and client satisfaction.
- Social media management: Proficient in content creation, scheduling, and reporting for social media platforms, driving engagement and enhancing brand presence.
- Web development support: Capable of making website updates as per client requests and providing advisory support on web development strategies and best practices.
- Client communication: Experienced in maintaining clear and timely communication with clients regarding project deadlines, information requests, and progress updates, fostering strong client relationships.

Freelance Graphic Designer

design by alisa

2014-Present

- Branding design: Skilled in creating logos, brand guides, and building comprehensive branding assets. Experienced in conducting and researching competitive analyses to best inform branding strategies.
- Digital & website development: Proficient in digital design to create engaging and visually appealing content across platforms. Expert in designing and building websites from scratch, as well as making updates and troubleshooting issues. Self-taught beginner in HTML with a strong willingness to learn and adapt.
- Social media management: Capable of planning, executing, and optimizing social media campaigns and assets to drive engagement and achieve business objectives.
- Client relationships: Seasoned in cultivating and building ongoing client relationships through effective communication, understanding client needs, and delivering exceptional service.

Venue Manager

PJ Morgan Event Management

June 2021 - March 2024

- Pricing & reporting: Developed customized pricing packages tailored to client needs and budget constraints, maximizing value and profitability. Generated and analyzed reports, providing insights and recommendations for improvement for future events.
- Design & social media: Designed compelling print and digital materials, including brochures, flyers, banners, social posts, and digital ads, maintaining brand consistency and aesthetic appeal.
- Floor planning: Carefully crafted event floor plans to accommodate the specific needs of clients, providing a blueprint for the most efficient space utilization.
- Staff and vendor management: Oversaw and coordinated internal team members and external vendors, ensuring seamless collaboration between all parties.

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WORK EXPERIENCE

Creative Services Manager

Frost Media Group

May 2018 - June 2021

- Designing for print & digital: Created visually compelling designs for both print and digital platforms, including brochures, posters, social media graphics, and website assets, ensuring consistency and effectiveness across channels.
- WordPress website design and hosting: Designed and developed WordPress websites, implementing custom themes and plugins to meet client specifications and optimize user experience. Managed website hosting and maintenance to ensure optimal performance and security.
- Project management & reporting: Oversaw project lifecycles from conception to completion, coordinating tasks, managing resources, and maintaining project timelines and budgets to deliver high-quality results on time and within scope. Developed and implemented standardized processes and workflows to streamline project execution, generated reports to evaluate performance metrics.
- Freelancer management: Recruited, hired, and managed freelance talent to supplement project needs, assigning tasks, providing direction, and ensuring deliverables met quality standards and deadlines.
- Billing & invoicing: Managed client billing and invoicing processes, accurately documenting project expenses, generating invoices, and tracking payments to ensure timely and accurate financial transactions.

Graphic Artist

Surdell & Partners

June 2015 - May 2018

- Designing for print & digital: Created visually compelling designs for both print and digital platforms, including brochures, posters, social media graphics, and website assets, ensuring consistency and effectiveness across channels.
- Web design: Developing initial design concepts based on the project brief and research findings, translating design into HTML, launching website, and executing reporting.