

LOCATION

London, United Kingdom

EDUCATION

Bachelor of Design
Monash University
2022 – 2024
Master of Marketing & Digital Communications
Monash University Online
2025 – 2027

TOP SKILLS

Adobe Creative Cloud
Digital Marketing
Communication Design
Video Production
Brand Identity Design
Content Strategy
Photography
Website Management
Email Marketing
Social Media Marketing

TOOLS & SOFTWARE

Figma
Premiere Pro
After Effects
CapCut
Illustrator / InDesign
Photoshop / Lightroom
Meta Business Suite
MailChimp
WordPress
Chat GPT
Claude

CERTIFICATIONS

Google Analytics
Social Media Marketing (HubSpot)
Digital PR (SEMrush)
Influencer Marketing

LANGUAGES

English

ALYSSA MOUZOURIS

Marketing & Creative Professional

PROFILE

A creative professional with a design degree, a marketing certification, and hands on experience across campaigns, content creation, photography, short form video production, and social media management. I work across Adobe Creative Cloud, Figma, Premiere Pro, and After Effects, and care as much about whether something converts as to whether it looks good. I'm drawn to work that sits at the intersection of strategy and creativity, where a strong idea is backed by clear thinking and built to genuinely connect with its audience

KEY STRENGTHS

Creative Design: Visual identity, brand systems, typography, and production ready assets

Digital Marketing: Social media strategy, paid social, email marketing, conversion optimisation, website management

Content Production and Planning : Video editing, photography, copywriting, and multi-platform content creation

Culture & Entertainment: Deep knowledge of music, live events, and creative industries; understanding of how audiences engage with brands and culture

Client & Stakeholder Management: Independent client relationships from brief through to final delivery

EXPERIENCE

Freelance Brand and Graphic Designer

Independent - Present

- Delivered brand identity and visual systems from initial brief through to final assets, managing client relationships independently
- Produced logos, typography systems, and brand guidelines with high visual craft and attention to detail
- Executed diverse client briefs across varied brand languages and tones

Project Highlight - TorqueBot.io

- Delivered brand identity, logo, visual assets for TorqueBot.io, an AI-powered car enthusiast app scaled to 7,000+ users
- Collaborated directly with founders on brand language, tone, and audience positioning

Marketing Assistant

Social Event Hire, Melbourne Australia 2025 – 2026

- Grew Instagram up to 1,000+ followers through consistent organic content strategy and brand-aligned posting
- Increased engagement by ~25% across social platforms through improved content quality and scheduling
- Launched and managed TikTok account from zero, establishing brand presence on a new channel
- Revamped Pinterest to 5,000+ interactions per post from no prior presence, through strategic visual content
- Managed campaigns across two distinct markets (Melbourne and Dubai), adapting content strategy and brand voice to suit different audiences and cultural contexts
- Managed and updated the WordPress website across product listings and event content, writing copy for new postings and maintaining accuracy and brand consistency across the site
- Created email marketing campaigns, content, mailing list management, and brand consistency
- Wrote copy across social posts, email campaigns, and website content for both Social Event Hire and Innovative Hiring, maintaining distinct brand voices across two companies
- Developed new content pillars and initiated an internal on-site content program independently attending, shooting, and producing original content from live events to drive organic social growth

Freelance Concert Photographer

2023 – Present

- Shot live music events across Melbourne’s alternative and rock scene; indie, alternative, and mainstream genres
- Developed strong visual instinct for artist identity, stage presence, and live atmosphere in fast-paced environments
- Built an independently curated portfolio demonstrating a natural understanding of how artists present to audiences

Medical Receptionist

Iris Plastic Surgery, Melbourne Australia 2023 – 2025

- Managed high-volume calls and appointment scheduling using Genie in a fast paced medical environment
- Delivered professional front-desk service, coordinating daily clinic operations with precision
- Developed strong organisational and time management skills through daily multitasking and patient communication

Sales Assistant

Dr Martens, Melbourne Australia 2025

- Provided expert product knowledge and styling advice, delivering a premium customer experience aligned with brand identity
- Managed POS transactions, returns, and visual merchandising to maintain store standards
- Supported onboarding and training of new staff while consistently contributing to team sales targets

Photographer

MySantaland, Melbourne Australia 2022 – 2023

- Delivered high-volume portrait photography in a fast-paced, customer facing environment across two seasons
- Managed queues and ensured a safe, positive experience for families and children

People & Culture Coordinator Assistant - Work Experience

Mantel Group, Melbourne Australia 2021

- Supported P&C projects including data entry, presentation design, and internal communications
- Collaborated across multiple teams, gaining insight into organisational operations and corporate culture