

ALYSSA MOUZOURIS

I moved from Melbourne to London to build a career in music and entertainment. I'm a creative and marketing professional with a background in brand design, digital marketing, content production, and campaign coordination. I'm someone who brings both a creative eye and an organised, detail-focused approach to everything I work on, and I thrive in fast-moving environments where no two days look the same. I'm passionate, hardworking, and genuinely excited about the industry I'm building my career in.

EDUCATION

Certificate of Marketing and Digital Communications

Monash University Online | 2025 - 2026 (Completed)

Bachelor of Design

Monash University | 2022 - 2024

CERTIFICATIONS

Google Analytics
HubSpot Social Media Marketing
Digital PR, SEMrush
Influencer Marketing

TOOLS AND SOFTWARE

Adobe Creative Cloud, Figma, Premiere Pro, After Effects, CapCut, Illustrator, InDesign, Photoshop, Lightroom, Meta Business Suite, MailChimp, WordPress, Google Suite, Microsoft Office Suite

KEY SKILLS

Social Media Management | Content Creation | Copywriting | Campaign Coordination | Brand Identity and Graphic Design | Video Production | Photography | Email Marketing | Digital Marketing | Influencer Marketing | Data Analysis and Performance Reporting | Customer Service | AI Services | Customer Facing Environments | Internal Communications and Softwares | Collaboration | Strong Organisational Skills | Time Management | Data Entry

EXPERIENCE

Marketing Assistant

Social Event Hire, Melbourne Australia | 2025 - 2026

- Grew Instagram to 1,000+ followers through consistent organic content strategy and brand-aligned posting
- Increased engagement by approximately 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 WordPress website across product listings and event content, writing copy for new postings and maintaining accuracy and brand consistency
- 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 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, and visual assets for TorqueBot.io, an AI-powered platform with 7,000+ users*
- *Collaborated directly with founders on brand language, tone, and audience positioning*

Freelance Concert Photographer

2023 - Present

- *Shot live music events across Melbourne's alternative and rock scene across 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 and Culture Coordinator Assistant**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*

Deli Assistant**Coles, Melbourne Australia | 2018 - 2020****Sales Assistant****Kmart, Melbourne Australia | 2020 - 2023****Sales Assistant (Christmas Casual)****Seed Heritage, Melbourne Australia | 2025 - 2026**