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UNIVERSITY OF HOUSTON- EXPECTED GRADUATION: MAY 2015

BS IN DIGITAL MEDIA, EMPHASIS IN VIDEO PRODUCTION

Graphics for Digital Media, Web Design, Digital Photography, Visual Communications, Graphic Production Process Control, Video Production 1 & 2, Costing in Digital Media, 2D Animation, Integrated Media, Transmedia, Senior Thesis

BS IN ORGANIZATIONAL LEADERSHIP AND SUPERVISION

Organizational Leadership and Supervision, Human Resources, Project Leadership, Team Leadership, Production and Service Operations, Quality Improvement Methods, Leading Change in the Workplace, Proposal and Project Writing, Current Issues in Organizational Leadership and Supervision

MINOR IN LOGISTICS TECHNOLOGY

Intro to Logistics Technology, Distribution Channels, Industrial and Consumer Sales, Logistics Technology and Processes

- EXPERIENCE -

GRAPHIC DESIGN

Alisa Murray Photography:
 December 2010-August 2013
 Specialized in taking existing photographs and enhancing the image through the application of certain artistic enhancement techniques such as editing backgrounds, adjusting color tones and retouching skin textures.
 Developed graphics and layouts for product illustrations, company logos, and Internet websites.
Aventography Photo & Video:
 March 2014-Present
 Specialized in taking existing photographs and enhancing the image through the application of certain artistic enhancement techniques such as editing backgrounds, adjusting color tones and retouching skin textures specifically for portraits and weddings.
 Responsible for laying out and designing wedding albums.

PHOTOGRAPHY

PhotoGrafiX Productions:
 January 2010-Present
 Specialized in Portrait, Event, and Product Photography
Alisa Murray Photography:
 December 2010-August 2013
 Specialized in Outdoor and Studio Portrait, Event, and Product Photography
Sugar Land/Katy/Cy-Fair Magazine:
 November 2012-Present
 Specialized in Portrait and Event Photography for supporting stories.

MARKETING/ SOCIAL MEDIA/ BRANDING

Alisa Murray Photography:
 December 2010-August 2013
 Researched and planned advertising campaigns. Brought the Facebook fan page up from 1,000 fans to over 8,000 in one month, and managed and enhanced the company's brand and reputation in the public's eye through many social media platforms.
Inspire Fitness:
 August 2013-March 2014
 Developed and executed brand management plans. Identified brand-building areas. Helped promote uniformity and consistency of brand. Assisted in development and refinement of uniform graphic standards and visual brand strategies.

MANAGEMENT

Alisa Murray Photography:
 December 2010-August 2013
 Responsible for managing all aspects of the business such as scheduling and file management.
 Ensured all materials, documents and equipment meet production and business objectives. Analyzed present and future needs and initiates actions to meet those needs.
 Developed, coordinated, and executed projects, plans, and programs related to photography functions.
 Ensured daily production goals were met and promoted production efficiency and cost reduction through optimum utilization of resources.
 Performed related duties, special projects and/or other functions (including producer work and handling of client accounts) as required while meeting deadline requirements.

ADVERTISING

Alisa Murray Photography:
 December 2010-August 2013
 Plan and prepare advertising and promotional material to increase sales of products or services, working with customers, company officials, sales departments and advertising agencies.

DISTRIBUTION

Sugar Land Magazine
 November 2013-January 2014
 in charge of placing magazines in different lobbies and restaurants.

Proficient in:

Adobe Photoshop Adobe Lightroom Adobe InDesign Adobe Premier Adobe Flash
 Adobe Illustrator Adobe Dreamweaver Microsoft Office Mac and PC Platforms

Certifications: Adobe Photoshop, OSHA, Safe-Serve