

# Alyssa Tarry

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## Education

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2023 — 2024

**Master of Management**  
**University of Michigan, Stephen M. Ross School of Business**  
3.5 GPA

2019 — 2023

**Bachelor of Fine Arts**  
**University of Michigan, Penny W. Stamps School of Art & Design**  
3.8 GPA

## Experience

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2024 — present

### Freelance

- Produced short form and long form videos for clients and special events
- Designed personalized illustrations and greeting cards
- Created logos and branding materials for school clubs and organizations
- Managed client communications, deadlines, and revisions

2024 — 2025

### Marketing Intern Bosch

- Filmed and edited video content and stories about Bosch products for social media
- Designed visual displays and digital assets following Bosch's Brandguide for marketing and event applications
- Wrote and designed material for monthly newsletter using Mailjet
- Collaborated across teams to design marketing materials
- Coordinated event logistics and worked with vendors
- Assisted with inputting Salesforce data

2023 — 2024

### Consultant Ladies of Charity of Oakland County

- Devised comprehensive marketing plans to enhance charity's visibility
- Formulated innovative strategies for entering the retail sector
- Developed alternative ways to generate revenue

2022 — 2022

### Illustration Intern Study Breaks Magazine

- Created illustrations each week to post on multiple social media platforms and website
- Collaborated with writers to ensure illustrations aligned with strategic marketing initiatives

## Projects

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2022 — 2023

### Graphic Novel Capstone Project

- Created and wrote a 60 page long graphic novel
- Produced project using Adobe Creative Suite, including Photoshop, Illustrator, and InDesign.

## Skills

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Microsoft Excel  
HTML

Salesforce  
Adobe Creative Suite