



ALYSSA  
YEE

VISUAL CREATIVE STRATEGIST



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## EXPERIENCE

### ***SPIKEBALL INC - Creative Lead, Marketing Team***

Jun 2023 - Present  
(remote)

- creates digital content for use across platforms from website design, to social, paid ads, pitch decks, and emails
- responsible for in-house product photography, videography, and the ideation of innovative marketing assets that fit our brand voice
- manages visual assets and directs all external creative partners

### ***SPIKEBALL INC - Videographer, Marketing Team***

Feb 2021 - Jan 2023  
(remote)

- edited compelling sports broadcasts for air on ESPN
- collaborated with creative team to produce sizzles, recaps, and social posts
- storyboarded and edited footage, voice over, music, and graphics into strong storytelling assets to support marketing and wholesale needs

### ***BRANCHES FILMS / AVEC LUMIERE - Wedding Videographer, Editor***

Sept 2018 - May 2022  
(hybrid)

- organized shoots and managed schedules and timelines
- responsible for producing quality deliverables from production through post
- filmed fast-paced events, operating as an individual and as a team player
- edited short and long-form wedding videos in Adobe CC
- cut multicam footage and managed multiple projects at once

### ***FREELANCE CREATIVE - Videographer, Illustrator***

June 2019 - July 2020  
(remote)

- filmed and edited branded video for a creative agencies
- created illustrations for packaging and website design

## EDUCATION

BIOLA UNIVERSITY  
La Mirada, CA

May 2014 - 2018

B.A. Journalism & Integrated Media  
Emphasis, Visual Media

## SKILLS

VIDEO EDITING



CREATIVE DIRECTION



PHOTOGRAPHY



IDEATION



GRAPHIC DESIGN



COMMUNICATION



ILLUSTRATION



TEAM PLAYER

