

Alyssa Neff

producer + visual storyteller

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Education

Visual Media BFA
Rochester Institute of Technology
School of Photographic Arts
and Sciences
Expected Graduation May 2026
Marketing Minor
Advertising and Public Relations
Immersion

Skills + Tools

Adaptability
Effective Time Management
Highly Responsible and Reliable
Creative Problem Solving
Detail Oriented
Hard Working
Independently Motivated
Billing and Cost Management
Strong Execution and Follow-up

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Premiere
Adobe LightroomCC
Capture One
Google Suite
Microsoft Suite
Trello

Awards

Signature Magazine Feature
2024, 2025

Draft Magazine Feature
2024, 2025

HedgeApple Magazine Feature
2022, 2023, 2024, 2025

Wilson College Exhibiton
2022, 2023

Experience

Student Producer
MAGIC Spell Studios
July 2025 — Present | Rochester, NY

- Manage projects under NDA confidentiality
- Execute commercial projects for industry clients across multiple sectors
- Facilitate sprint planning, stand-ups, and retrospective meetings
- Track project milestones, deliverables, timelines, and budget

Studio Technican
RIT Certified
Dec 2024 — August 2025 | RIT

- Maintain and troubleshoot studio gear (cameras, lighting, microphones, monitors)
- Operate video/audio equipment during shoots
- Handle post-production editing, including audio and video syncing, color correction, and adding graphics

Equipment + Printing Specialist
School of Photographic Arts + Sciences
May 2024 — August 2025 | RIT

- Assist students and faculty with checking in photo and video equipment
- Give recommendations, organize inventory, and process orders of film and print media

Chief Photo Editor
Reporter Magazine
May 2024 — June 2025 | Rochester, NY

Designer/Illustrator | Aug 2023 - Present
Ad + PR Manager | Sept 2023 — May 2025
Photojournalist | Aug 2023 — May 2024

- Develop and maintain the overall photographic style and vision of the magazine
- Supervise the selection, editing, and placement of images in print and digital formats.
- Collaborate closely with editorial and design teams to ensure cohesive storytelling

Projects

Producer, Director of Photography
How Music Shapes Us
April — May 2025

Producer, Casting Director
The Bar Brawl
March — May 2025

Producer, Director of Photography
How to Make Arepas
April 2025

Producer, Director of Photography
Mom's Cookies
March — April 2025

Art Direction, Photographer, Designer, Video Editor
Stop Big Oil Campaign
Feb — March 2025

Producer, Set Design, Designer
Contemporary Classic Campaign
Feb 2025

Multimedia Producer
Beyond Fashion x The Reporter
Oct — Dec 2024

Certifications

HubSpot Content Marketing
Issued Nov 2024 · Expires Dec 2026

HubSpot Social Media Marketing
Issued Nov 2024 · Expires Dec 2026

HubSpot Email Marketing
Issued Oct 2024 · Expires Nov 2026

HubSpot Inbound Marketing
Issued Sept 2024 · Expires Oct 2026