

Alyssa Alexsonshk

Contact

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Business: alyssa@motivationalmarketingllc.com

Portfolio: alyssa-alexsonshk.com

Work Experience

CTO | System 3 Performance Consulting

May 2026 – Present

Responsible for handling the majority of tech development tasks including the creation of websites, agents, and AI processes for System 3 Performance Consulting.

Graduate Teaching Assistant | The University of Akron

January 2025 – May 2026

Collaborating with faculty and staff in The Department of Marketing to aid in grading, covering classes, creative problem solving, and other duties necessary to support the best learning environment.

Digital Media Specialist | Apex Communications Network

June 2023 – June 2024

Brand Manager | January 2023 – June 2023

Marketing Intern | May 2022 – August 2022

Current and past duties include brand development, video production, social media management, YouTube management, Photography, Google My Business SEO Posting using Local Brand Manager.

Founder & CEO | Motivational Marketing

August 2022 – Present

Chasing the entrepreneurial dream by taking on small freelance jobs to help businesses with their marketing. My past jobs included creating motion graphic content and physical signage for the company.

Fisher Student Ambassador | The University of Akron

August 2022 – May 2025

Actively representing The Fisher Institute for Professional Selling by organizing events, designing motion graphics, still graphics digital & print, event photography, and marketing strategy development.

Student Marketing Assistant | The University of Akron

March 2022 – May 2023

Collaborated with the George W. Daverio School of Accountancy on marketing-based projects, including graphic design and photography.

Volunteer

Another Act of Kindness | Local Non-Profit

Past Social Media & Public Relations Co-Chair

Aided the non-profit with early social media development, participated in grassroots mini-campaigns, wrote event press releases, photographed events, designed marketing tri-fold, and acted as a marketing advisor.

Education

The University of Akron | Akron

Master of Business Administration | Graduate

Cumulative GPA: 4.0

Bachelor of Arts in Communication | Undergraduate

Major: Public Relations

Minors

- Marketing
- Professional Selling
- Entrepreneurship

Cumulative GPA: 3.9

Jackson High School | Massillon

Jackson School for the Arts Diploma

Cumulative GPA: 3.7

Hoover High School | North Canton

Video Production Career Technical Education

Achievements

Graduated Undergrad Summa Cum Laude Honor
2024

Taylor All-Star Award
2024

Vice President of Fisher Sales Society
2024

Best of SNO Journalists Award
2023

Delta Sigma Pi Member
2022

International Society of Female Professionals
2022

Vice President of The Buchtelite
2022

Vice President of PRSSA at The University of Akron
2022

Beta Gamma Sigma International Business Honor
2022

Golden Key International Honor Society
2022

Editing Manager of The Buchtelite Newspaper
2021

Student Production Award for Newscast with ZTV
2020

National Society of Collegiate Scholars Honor
2020

Graduated High School Magna Cum Laude Honor
2019