



# ANISSA KALBASKY

CREATIVE DIRECTOR | GRAPHIC DESIGNER

## CONTACT

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[www.anissakalbaskydesign.com](http://www.anissakalbaskydesign.com)

## EDUCATION

BFA Graphic & Interactive Design

## AWARDS

2023 Inman Marketing All-Stars Award

## SKILLS

- **Adobe Creative Suite:** Advanced proficiency in Photoshop, Illustrator, InDesign, and generative AI tools for creative design and automation.
- **AI Tools:** Skilled in Midjourney, ChatGPT, and generative fill features in Illustrator and Photoshop for innovative design solutions.
- **Social Media Marketing:** Expertise in strategy, design, and execution for platforms like Facebook and Instagram.
- **Presentation Design:** Proficient in creating impactful presentations using Google Slides and PowerPoint.
- **Branding & Logo Design:** Specializes in crafting cohesive brand identities and comprehensive logo packages.
- **Layout & Typography:** Expertise in visual communication, guidebook design, and typographic hierarchy.
- **HubSpot CRM:** Proficient in managing websites, landing pages, and social media campaigns to support marketing initiatives.

## REFERENCES

Laura O'Connor  
Founder: Let Go Coco

P: 406.261.6933  
E: oconnor.laurak@gmail.com

Chastity Davenport  
VP Brokerage Development  
United Real Estate

P: 256.337.8021  
E: chastitydavenport@gmail.com

Detail-oriented graphic designer with a strong foundation in Adobe Creative Suite, branding, and social media marketing. Eager to leverage creative and technical skills to contribute to impactful marketing campaigns and elevate brand identity in a collaborative team environment

## CREATIVE DIRECTOR - JPAR REAL ESTATE January 2024 - Present

- **Project Management:** Lead and assign design projects, ensuring alignment with creative strategies and achieving objectives using Monday.com,
- **Creative Oversight:** Oversee all creative content, maintaining brand voice and cohesive visual identity across channels.
- **Adobe Creative Suite:** Expertise in Photoshop, Illustrator, InDesign, and Adobe AI for automated and generative design solutions.
- **AI Tools:** Skilled in Midjourney for AI-driven image creation, Storydocs for dynamic presentations, and Adobe AI for generative design.
- **Event Planning & Sponsorships:** Coordinate high-profile events, manage vendor relations, logistics, and budgets, and secure sponsorships to boost funding and visibility.
- **Vendor Management:** Collaborate with vendors to meet brand-aligned standards, ensuring efficient and impactful deliverables.
- **Social Media Strategy:** Increased Facebook engagement rates by 25% with tailored posts and targeted ad campaigns.
- **Leadership & Training:** Trained a design team of 4+ members, increasing overall productivity by 20% through Monday.com. Implemented new SOPs that reduced project turnaround time by 15%.

## GRAPHIC DESIGNER - JPAR REAL ESTATE (Franchise Division) August 2020 - January 2024

- **Event Marketing:** Created and executed marketing materials for major events, including JPAR Nation Celebration, Inman NYC/Las Vegas, and NAR, boosting engagement and brand visibility.
- **Franchise Expansion Campaigns:** Directed digital campaigns that expanded franchise locations by 20% across new markets.
- **Vendor Collaboration:** Oversaw external vendors to ensure brand alignment and successful campaign execution.
- **Creative Content Design:** Developed franchise sales materials, including flip-books, presentations, and the "Growth Guide for the Leader Class."
- **Social Media Management:** Planned, created, and scheduled content for Facebook and Instagram, ensuring consistent engagement and brand promotion.
- **Web Management:** Designed and maintained HubSpot landing pages and websites to support marketing strategies.

## Graphic Designer: Select Beverage - Importers of Fine Italian Wine June 2019 - August 2020

- **Product Catalog:** Designed a 10-page catalog for the sales team, serving as a leave-behind marketing tool to highlight the company's story, import sources, and wine offerings.
- **Brochure Advertisement:** Developed a single-panel brochure to effectively showcase Select Beverage's services for sales presentations.
- **Business Cards:** Crafted professional, brand-aligned business cards for team members.
- **Brand Identity Creation:** Developed a cohesive and impactful brand identity for Select Beverage, including logo design, visual elements, and consistent messaging to represent the company's unique essence and values.
- **Website Design:** Created and maintained the company website, [select-beverage.com](http://select-beverage.com), ensuring a user-friendly experience and brand consistency.
- **Promotional Videos:** Produced engaging in-store promotional videos to enhance product visibility and drive customer interest.
- **Social Media Content:** Curated and designed creative content for Instagram and Facebook, fostering engagement and brand growth.
- **Product Display Tags:** Elevated product visibility in retail displays.

You can view additional projects at [anissakalbaskydesign.com](http://anissakalbaskydesign.com)