

Anya Breitman

Sr. Graphic Designer

ph: 270-790-9933 | e: anya.breitman@gmail.com | w: anyabreitman.com

linkedin.com/in/anya-breitman-55b63561

I am a senior-level Creative Professional with 20 years of experience, proficient in Adobe Creative Suite and Microsoft Office. With exceptional written and verbal communication skills and a team-player attitude, I thrive in fast-paced environments. I have extensive experience creating visual communication material, digital assets, marketing emails, videos, animation, print collateral, signage, packaging, etc. I have a proven track record of developing engaging marketing campaigns for renowned national and global retail brands. I am eager to apply my skills and abilities to a dynamic creative team where my interpersonal and computer skills will contribute to a company's success.

SKILLS

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|---------------------|-------------------|------------------------|
| Adobe Photoshop | Figma | Project Management |
| Adobe Illustrator | Photo Retouching | Trend Analysis |
| Adobe XD | Video Editing | Social Media Campaigns |
| Adobe InDesign | Copy writing | HTML/CSS |
| Adobe After Effects | Brand Development | Budget Management |

EXPERIENCE

Camping World, Bowling Green, KY

SR. GRAPHIC DESIGNER

Dec. 2020 — July 2024

As a member of the digital retail team, I designed and coded weekly emails for Camping World and its subsidiaries. In addition, I managed homepage updates and crafted social media ads. Working closely with the Marketing team, I applied my creativity, attention to detail, and organizational skills to design compelling visuals, promoting sales of the Camping World's retail products. My responsibilities also included e-comm images retouching and recoloring. I frequently collaborated with cross-functional teams developing visual concepts, refining the brand identity, and scaling graphics for various digital platforms.

Notable accomplishments:

- Created Black Friday/Cyber Monday campaign that spanned across the RV, Overton's, and Camping World business units. It was active throughout November 2023 bringing in considerable revenue.
- Implemented AI in writing marketing copy and creating beautiful graphics.

Fruit of the Loom, Bowling Green, KY

SENIOR CREATIVE MANAGER

March 2010 — July 2020

Oct. 2017 — July 2020

Developed trade show and special events graphics, printed large-format banners and hired outside vendors to print and install promotional displays for Fruit of the Loom, Russell, Spalding, and Vanity Fair brands. Designed, printed, and installed window decals and other signage for college bookstores, trade shows, and sponsored events. Managed print budget. Leveraged my decision-making, interpersonal skills, strategic planning, and flexibility to build relationships with outside vendors and successfully run an in-house printing department.

Notable accomplishments:

- Negotiated lower cost of print production by bringing printing in-house.
- Fostered close business relationships with multiple vendors.

DIGITAL CREATIVE MANAGER**Oct. 2014 — Oct. 2017**

Oversaw the day-to-day workflow of the digital creative team, leading projects from concept to completion for national retailers such as Walmart, Target, JCPenney, Kohl's, Macy's, and Old Navy. Organized and managed photo and video production. Provided creative direction for various team projects. Regularly updated fruit.com and vanityfairlingerie.com. Used my flexibility and adaptivity to work closely with cross-functional teams. Applied strategic planning to develop Fruit of the Loom and Vanity Fair Lingerie branding. Created multiple types of digital assets: emails, web graphics, A+ pages, social media graphics, and landing pages.

Notable accomplishments:

- Conceptualized and executed email campaigns that increased online sales by 3-5%.
- Managed retouching process to ensure the highest quality of the product imagery.
- Developed and executed digital campaigns adhering to time and budget constraints.

ART DIRECTOR PACKAGING**Mar. 2010 — Oct. 2014**

Managed the team of 7 Graphic Designers: ensured meeting deadlines, provided feedback and support, conducted performance evaluations. Oversaw design and production of packaging, signage, and in-store graphics. Organized model photo shoots, including budget, casting, set design, creative direction during production, and final image retouching.

Notable accomplishments:

- Hired designers, trained new hires, lead the team of graphic designers.
- Developed standard operating procedures for the creative team.

EDUCATION

2013 Master of Arts in Corporate Leadership | Western Kentucky University, Bowling Green, KY

2003 Bachelor of Science in Graphic Design | Art Institute of Fort Lauderdale, Fort Lauderdale, FL