

ANYA BREITMAN

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Senior creative leader with 20+ years of experience driving high-impact visual marketing for national retail and e-commerce brands. Proven ability to lead a creative team, collaborate cross-functionally across time zones, and deliver cohesive brand experiences in fast-paced, digital-first environments. Blends strategic creative direction with hands-on execution across digital, print, packaging, social media, and experiential channels, with a strong track record of business impact, efficiency, and brand growth.

CORE SKILLS

Creative Leadership & Strategy

Art Direction • Creative Team Management (Remote & Hybrid) • Campaign Concepting • Brand Systems • Budget & Vendor Management • Trend Analysis • Startup Brand Management

Digital-First Design & Production

Email Marketing • E-commerce Creative • Web & Landing Pages • Social & Paid Media • Packaging • Large-Format & Events • Photo & Video Direction

Collaboration, Workflow & Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) • Figma • HTML/CSS • Project Management Platforms (Slack, Asana) • AI-Assisted Creative Workflows

PROFFESIONAL EXPERIENCE

Phorus/GenRevLabs LLC

GRAPHIC DESIGNER

Nov. 2024 – Present

- Design and produce digital-first and print assets including social media, web banners, email campaigns, packaging, presentations, and trade show materials.
- Collaborate with cliient services team to develop cohesive visual systems aligned with brand strategy.
- Manage multiple concurrent projects while meeting deadlines across distributed stakeholders.
- Present creative concepts virtually and iterate quickly based on feedback.
- Ensure brand consistency while staying current on evolving digital trends, tools, and best practices.
- Incorporate AI tools in image creating and editing to enhance visuals with efficiency.

Camping World,

SR. GRAPHIC DESIGNER

Dec. 2020 – July 2024

- Senior contributor on a high-volume digital retail creative team supporting Camping World and subsidiary brands in a remote-capable, fast-paced environment.
- Designed and coded weekly email campaigns, homepage updates, and social media advertising for large e-commerce audiences.

- Partnered cross-functionally with marketing, merchandising, and e-commerce teams using remote collaboration tools to drive sales through performance-driven creative.
- Retouched and recolored product imagery at scale for digital commerce platforms.
- Supported brand evolution and consistency across multiple digital touchpoints.

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,

SENIOR CREATIVE MANAGER

March 2010 – July 2020

- * Led creative strategy and execution for trade shows, events, and large-format graphics across Fruit of the Loom, Russell, Spalding, and Vanity Fair brands.
- Managed budgets, timelines, and vendor relationships while coordinating with cross-functional and geographically distributed partners.
- Built and operated an in-house print department, improving turnaround times and reducing costs.

Notable accomplishments:

- * Reduced print production costs by bringing work in-house.
- Established scalable vendor and production workflows supporting multiple brands.

DIGITAL CREATIVE MANAGER

Oct. 2014 – Oct. 2017

- Directed day-to-day workflow for a digital creative team supporting national retailers including Walmart, Target, Macy's, Kohl's, JCPenney, and Old Navy.
- Led remote-friendly project workflows from concept through execution across email, web, A+ content, social media, and landing pages.
- Provided creative direction for photo and video production, coordinating teams, assets, and approvals across locations.
- Partnered cross-functionally with marketing, merchandising, and IT to scale digital brand systems.

Notable accomplishments:

- Conceptualized and executed email campaigns increasing online sales by 3–5%

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