

Deana Basmadjian

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portfolio

experience

SENIOR GRAPHIC DESIGNER, Beard Club, NYC (Aug. 2023 - Present)
GRAPHIC DESIGNER (Sept. 2022 - Aug. 2023)

- Lead designer for email blasts and SMS text campaigns, driving customer engagement and increasing conversion rates by 45% over 6 months active
- Lead designer creating 80+ paid social ads (stills + gifs) weekly for meta, Snapchat, X, and Reddit
- Oversees the creation of Amazon top content, A+ content, and Ads, resulting in an increase in sales and brand visibility-- justifying further investment in the channel.
- Built and maintains the Amazon brand store, optimizing product listings and enhancing the overall customer experience
- Collaborates with the Director of E-commerce to design and optimize landing pages, resulting in increased conversion rates and improved user experience
- Creates engaging marketing materials, packaging labels, and brand merchandise increasing brand awareness and customer engagement
- Provides art direction for monthly photoshoots, ensuring visual consistency and brand alignment across all marketing materials
- Leads and mentors junior-level team members, providing guidance and support for organic social media initiatives
- Generates packaging and retailer mock-ups, collaborating with cross-functional teams to ensure brand integrity and consistency

MARKETING DESIGNER, Horizon Group USA, NJ (Jan. 2021 - Sept. 2022)
JUNIOR DESIGNER (May 2018 - Jan. 2021)

- Created tailored graphics to be used across websites, social media, email marketing, print and digital ads
- Ability to balance work across multiple projects while meeting deadlines and delivering projects
- Provided art direction for yearly photoshoots and for junior level team members
- Concepted and created engaging content across e-commerce platforms for Amazon and Club accounts, including enhanced content and advertising

DESIGNER, CHARM IT! by High IntenCity, NJ (July 2016 - May 2018)

- Designed email marketing materials and sales materials for various retailers, including the yearly catalog
- Designed and maintained monthly updates to the company website
- Photographed all products for print and digital content
- Concepted and created all imagery across all social media

DESIGN DIRECTOR, Bergen County Magazine, NJ (Feb. 2014 - Sep. 2016)

- Designed layouts and grids for the four lines of their magazine
- Utilized time management while working on multiple projects to make sure concepts were delivered appropriately and on time

programs

Illustrator
Photoshop
InDesign
XD
After Effects
Lightroom
Asana
Slack
Powerpoint
Zoom

SKILLS

Art Direction
Digital Design
Paid Social Advertising
Print Design
Product Photography
Photo Editing
Social Media
Email Marketing
Packaging Design
Visual Communication
Time Management
Organization
Leadership
Branding
Typography
B2B Marketing
B2C Marketing

education

St. Thomas Aquinas College
B.S. Graphic Design
2010-2014