



JINNY BALISE
DESIGN & ART DIRECTION

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PROFESSIONAL EXPERIENCE

ASHLEY STEWART, INC. | 2020 - PRESENT | GRAPHIC DESIGNER

- Collaborate with creative, marketing and merchandising teams to develop all daily marketing emails as lead designer and present overview decks to executive teams and business owners on a weekly basis
- Develop creative solutions with each collection launch and coordinate with marketing partners to deliver assets across all paid social, email and affiliate programs
- Provide clear art and styling direction for studio photography and videography teams to develop innovative multi-channel creative campaigns
- Conceptualize and develop responsive creative assets for various e-commerce promotions across web, email and social platforms

AVENUE STORES, LLC | 2018 - 2019 | SENIOR GRAPHIC DESIGNER, SOCIAL MEDIA

- Strategized, directed and developed all assets for monthly social media calendars, including studio photography, graphic and video content and supporting post copy
- Designed, scheduled and published content across Instagram, Facebook, Twitter and Pinterest channels while effectively maintaining the brand's point of view and promoting key objectives
- Collaborated with marketing teams to develop and implement PR and social media campaigns that aligned with brand initiatives and marketing stories
- Created and presented monthly reports detailing all performance metrics, providing insights on key posts and proposing new tactics for achieving growth goals within and outside of existing platforms
- Interacted with online customers and brand ambassadors to maximize social media reach while increasing engagements and followers across all channels

TOYS“R”US, INC. | 2014 - 2018 | DESIGNER, BABIES“R”US BRAND

- Conceptualized and developed responsive creative solutions for print, digital and social media campaigns in a deadline-driven environment
- Collaborated with creative and marketing teams to develop strategies that supported the brand identity and solved business objectives
- Researched and presented compelling opportunities to elevate the brand and maintain a relevant connection with the millennial demographic

RABEANCO USA | 2013 | GRAPHIC DESIGNER

PURE MATTERS, BESINS HEALTHCARE | 2011 - 2013 | WEB DESIGNER

MTV IGGY | 2011 | DESIGN INTERN

TITAN OUTDOOR ADVERTISING | 2010 | DESIGN INTERN

EDUCATION & HONORS

BLOOMFIELD COLLEGE | 2007 - 2011

B.A. Graphics for Print & Digital Media
Latin honors *summa cum laude*
GPA: 3.92 | Salutatorian

Who's Who Among Students in American Universities & Colleges
High Honors Dean's List Award
Trustees Scholarship

SOFTWARE & PROFICIENCIES

Photoshop	● ● ● ● ● ● ● ● ● ●
InDesign	● ● ● ● ● ● ● ● ● ●
Illustrator	● ● ● ● ● ● ● ● ● ●
Bridge	● ● ● ● ● ● ● ● ● ●
MS Office	● ● ● ● ● ● ● ● ● ●
Acrobat	● ● ● ● ● ● ● ● ● ●
After Effects	● ● ● ● ● ● ● ● ● ●
Dreamweaver	● ● ● ● ● ● ● ● ● ●

ARTISTRY:

Brand development; responsive/mobile-friendly design; social media design & strategy; print design; color correction & photo manipulation; typography, logo design & illustration; template & style guide development

PROFESSIONAL:

Photography & art direction; campaign presentation; social media management; high-volume workload management; cross-functional collaboration; up-to-date with social, technological & advertising trends; objective & metric-driven; fashion & entertainment enthusiast; positive energy!