
ANISSA JOAN SALMON

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Multitalented Graphic Designer who has a flair for clean, bold design, with 3+ years of proven experience in print, web, illustration, and production, in advertising, and marketing for mid-level fortune 2000 companies. A motivated individual able to think unconventionally, with a dedication for creating innovative designs, and an ability to manage multiple projects simultaneously, assuring deadlines are met.

Accomplished in creating ad campaigns, social media content, and print designs with in-depth knowledge of printing processes, typography, and photography to promote the advertisement of brands and products. Excels in building exceptional rapport with clients and staff to ensure optimum working relations and organizational success.

- Acted as interim Art Director by creating and approving all aspects of collateral for client campaigns.
- Creatively and accurately enhanced email marketing designs, expeditiously; reducing turn around and launch by two days.
- In-depth knowledge of printing processes through hands-on experience.

EXPERIENCE

COLOR ME MINE
Edison, NJ

SENIOR ASSOCIATE – March 2018 - Present

A paint your own pottery studio, that hosts walk-ins, workshops, birthday parties and events.

- Manages and mentors junior associates in operational procedures.
- Paints sample pieces using color theory, techniques and glazes to increase interest and revenue by 12%.
- Optimized user experience of franchise website through editing, proofreading and maintenance.

THE CREATIVE GROUP
New York, NY
Phoenix, AZ

CONTRACTOR – February 2016 - March 2018

Conceptualize and execute projects for companies such as PetSmart and Cranial Technologies, Inc.

ADVERTISING CONSULTANT (PetSmart contract)

- Completed designs and production for daily email promotions and banner advertisements.
- Average two days shaved off turn around times attributed to speed and accuracy of design production.
- Selected by management to assist multiple teams simultaneously with numerous design projects.

MARKETING COORDINATOR (Cranial Technologies Inc. contract)

- Optimizing position by reconfiguring tasks and opening communication to handle a 25% greater workload.
- Illustrated medical visual aids to expand company relevancy.

ARROWHEAD
ADVERTISING
Peoria, AZ

JUNIOR DESIGNER – July - October 2015

A small privately owned advertising agency, whose clients included Hyundai, JCP Optical, and eegee's.

- Executed projects as acting Art Director; exceeding expectations of the CCO, VP of Digital Media, and clients.
- Increased customer interest in eegee's social media by creating thoughtful and tailored posts.
- Implementing design strategy on signage, banner ads and social media while adhering to brand guidelines.

OFFICEMAX
Phoenix, AZ

PRINT CONSULTANT – January 2013 - July 2015

A small full service, in-store print shop, generating all variations of printed products.

- Routinely operated and maximized production of multiple degrees of printers.
- Prioritize time sensitive orders and schedule jobs efficiently.
- Oversaw print department independently and managed shift personnel.

EDUCATION

THE ART INSTITUTE
Phoenix, AZ

Bachelor of Arts in Graphic & Web Design: Illustration, 2015

TECHNICAL SKILLS

Adobe Illustrator, Photoshop, InDesign, Dreamweaver, Muse, Flash & Lightroom, HTML & CSS Coding; Photography, Typography, Illustration, Word, Excel, Powerpoint, Keynote, Mac & PC Expertise

EXTRACURRICULAR & VOLUNTEER ACTIVITIES

Supporting Member, AIGA New York Chapter – 2017 - Present

Volunteer, American Cancer Society – 2011 - Present



Room Service Here or Full Service Everywhere

Motels and Hotels versus Camping and RVs

So you're taking a road trip. That great feeling of freedom. What you are getting is an RV. Do you know what it means to be an RV? It's not just a vehicle. It's a lifestyle. It's a way of life. It's a way of thinking. It's a way of seeing the world. It's a way of living. It's a way of being. It's a way of... (text continues with details about RV benefits like freedom, space, and amenities).



WE REMEMBER
September 11th 2001

CHERRY LIMEADE COOLER

1 big scoop of Cherry Limeade
2 ounces of Bacardi Silver Rum
7 ounces of Lemon Lime Soda
Garnish with maraschino cherries and lime wedges

eegee's

DASHBOARD

The Legendary
Route 66
Camping Can Save
Your Trip
Drive on the Edge

Leaders are the first to just dive in

at Anchor Cove

Anchor Cove Eco Camp

If you're between the ages of 18 to 24 and majoring in Marine Biology or a similar subject and you're interested in getting ahead your field the Anchor Cove Eco Camp Leadership program is for you.

Apply today at anchorcoveecocamp.com



Feel like the only one with a passion for the ocean?

Find your passion at Anchor Cove

Find out more at anchorcoveecocamp.com