

# ANISSA KALBASKY

## SENIOR DIRECTOR OF MARKETING

*Creative Strategy | Branding | Integrated Marketing*

Innovative marketing leader with over five years of progressive experience driving integrated marketing strategy, brand transformation, and creative operations. Combines a strong foundation in graphic design with strategic oversight across digital, social, and event marketing. Adept at uniting cross-functional teams to deliver cohesive brand experiences that strengthen awareness, engagement, and ROI. Recognised for creative leadership, brand storytelling, and operational excellence across multiple marketing platforms.

## EDUCATION

BFA Graphic & Interactive Design  
Youngstown State University

## KEY ACHIEVEMENTS

Directed integrated campaigns aligning brand, digital, social, and event channels, resulting in a 30% increase in audience engagement and lead conversion.

Spearheaded the rebranding of JPAR Real Estate, unifying visual identity and messaging across 50+ offices and franchise partners.

Optimised marketing workflows and vendor partnerships, reducing campaign turnaround time by 25% and improving collaboration across departments.

Elevated digital brand presence, achieving a 20% uplift in lead generation through coordinated paid media, social, and content initiatives.

## AWARDS

2023 Inman Marketing All-Stars Award  
2025 Housingwire Marketing Leader

## EXPERIENCE

JAN 2025 - PRESENT | JPAR REAL ESTATE | PLANO, TX

### Senior Director of Marketing

Lead cross-functional team including designers, social media manager, and event coordinator to deliver integrated marketing campaigns supporting brand growth and franchise recruitment.

Provide strategic direction across brand, content, event, and digital marketing channels to ensure cohesive storytelling and measurable impact.

Manage vendor and sponsor relationships, ensuring all creative and event deliverables align with JPAR's brand vision and standards.

Oversee campaign budgets, media spend, and performance analytics to optimise ROI across all marketing channels.

Lead content development for newsletters, award submissions, and executive communications, maintaining brand tone and quality.

Identify and resolve system gaps, implementing new processes to streamline campaign execution and team collaboration.

NOV 2023 - JAN 2025 | JPAR REAL ESTATE | PLANO, TX

### CREATIVE DIRECTOR

Directed all creative and content initiatives across digital, social, and event channels, ensuring brand consistency within integrated marketing campaigns.

Developed standard operating procedures to improve collaboration between design, content, and marketing teams.

Mentored designers and content creators on brand storytelling, visual identity, and creative execution.

Modernised the brand palette, layout systems, and presentation templates to enhance visual impact across platforms.

Collaborated with the marketing team to align creative outputs with recruitment and lead generation goals.

AUG 2020 - AUG 2023 | JPAR AFFILIATED NETWORK | PLANO, TX

### GRAPHIC DESIGNER

Designed and executed marketing assets for campaigns, events, and digital platforms supporting franchise growth and engagement.

Partnered with marketing leadership to align design strategy with integrated campaign goals.

Delivered creative materials for national events, digital ads, and HubSpot landing pages.

Managed social content schedules and brand visuals, improving engagement by 35% across key channels.