



# GANESSA DESIR

## COMMUNICATIONS & GRAPHIC DESIGN

### ABOUT ME

I am a passionate and driven creative with experience in branding, graphic design, visual storytelling, and social media strategy. I'm deeply drawn to the fashion and entertainment industries and am seeking opportunities to continue growing and developing myself as a professional in those spaces!

### CONTACT

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### EDUCATION

**Bachelor of Science in Advertising  
Graphic Design Certificate**  
University of Florida, Gainesville, FL  
April 2022

### AWARDS

Magna Cum Laude  
UF's Dean's List  
Bright Futures Academic Scholar

### SKILLS

#### Design & Creative:

Graphic Design, Branding, Visual Storytelling, Creative Direction, Styling, Content Development, Merchandise Design, Photoshoot Direction, Photo & Video Editing

#### Marketing & Strategy:

Fashion Marketing, Campaign Strategy, Social Media Strategy, Project Management, Event Promotion, Customer Experience, Sales Support

#### Platforms & Tools:

Adobe Illustrator (Certified), Photoshop, InDesign, Canva, Splice, Instagram, Shopify, Eventbrite, Trello, Slack, Google Slides, Microsoft PowerPoint & Word

### EXPERIENCE

**Sales Associate** | October 2024 - Present

**GUESS?, Inc., Kissimmee FL**

- Maintain a 70% loyalty program sign-up rate, averaging 60+ new member enrollments per month supporting long-term customer engagement
- Contribute to meeting weekly sales goals of \$50,000+ by providing a welcoming and genuine customer experience promoting current sales and promotional offerings
- Maintain visual standards and assist with store operations across the sales floor, fitting rooms, and cash wrap to ensure a seamless shopping experience

**Freelance Graphic Designer** | November 2023 - Present

**LivesOverMoney, Orlando FL**

- Consistently design an average of 30+ visual assets monthly for apparel drops, promotional campaigns, and digital platforms, including Instagram, Shopify, Linktree, and Eventbrite
- Support ongoing product launches, contributing to an estimated \$1,800+ in product sales through branded visuals and marketing content aligned with the brand's visual identity
- Increased the brand's Instagram following by 500+ and increased average engagement by 65%, significantly enhancing brand visibility and audience interaction

**Creative Director** | October 2024 - March 2025

**J Machell Brands, Orlando FL**

- Developed 60+ graphics monthly for social media, events, and branding materials, contributing to a 10% increase in social media engagement and a 18% growth in followers over 6 months
- Curated engaging content for 8 product launches, resulting in a 17% increase in website traffic and higher product visibility across online platforms
- Assisted the CEO with weekly operations, including scheduling, event logistics, and producing 30+ behind-the-scenes visuals for events and photoshoots, leading to a 15% increase in event attendance within 6 months

**Marketing Assistant & Graphic Designer** | October 2022 - November 2023

**Tailored Looks, Orlando FL**

- Developed and executed a social media and website rebrand that increased brand awareness and recognition by 20% and an average of 27% increase in online sales within three months
- Designed merchandise and graphics that prompted a 12% increase in customer retention rate
- Captured behind-the-scenes content and assisted in wardrobe styling for editorial photoshoots and fashion shows featuring 40+ models attendance within 6 months

**Marketing Co-Director & Campaign Strategist** | July 2019 - Feb. 2022

**Rowdy Magazine, Gainesville, FL**

- Ideated & managed marketing campaigns for new volume releases and merchandise drops generating over \$20,000 in net profit within 4 years
- Curated compelling collaboration content for brands such as Bumble and Studs that generated industry recognition in publications such as Nylon Magazine
- Created social media marketing campaigns and organized launch parties and promotional events that helped increase brand awareness and reach to 560,000 across 20+ countries

**PR Director** | July 2020 - Feb. 2021

**Faces Modeling Troupe, Gainesville FL**

- Strategized & executed a lasting and impactful social media rebrand that resulted in a 30% increase in brand awareness
- Created aesthetically pleasing and on-brand graphic and video content resulting in a 25% increase in follower engagement rates
- Maintained a consistent and engaging social media presence that allowed the brand to gain 80+ new followers over the span of two months