
ALAINA GREENBERG

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SENIOR GRAPHIC DESIGNER

Accomplished Senior Graphic Designer with 15 years of experience leading the creative development of marketing campaigns, national publications, and digital platforms. Recognized for combining strong visual design expertise with exceptional organizational and project management skills. Proven ability to lead brand and publication redesigns that modernize visual identity and expand audience engagement. Skilled in producing a wide range of creative assets, from quarterly publications and print materials to digital campaigns and social media content that strengthen brand presence, enhance editorial storytelling and increase prospect traffic.

AREAS OF EXPERTISE

- Leadership & Team Development
- Integrated Campaign Development
- Brand & Digital Marketing Strategy
- Art Direction & Photoshoot Production
- Website & Editorial Design
- Social Media Platforms
- Trend Forecasting & Market Research
- Budget Planning & Management
- Social Media Strategy
- Contacts & Rights Management
- Workflow Optimization
- Creative Concept Development

KEY CONTRIBUTIONS

- Refreshed creative for sales and marketing campaigns, including open houses, sales contests, digital advertising, and resident, staff, and community programs.
- Led two print magazine rebrands and one digital rebrand through trend research, typography and visual updates, and strategic creative direction.
- Enhanced website and Instagram content strategy through GIFs, animation, carousels, and interactive content, contributing to 200,000 new followers and record engagement growth in Winter 2022 for Clean Eating Magazine.

PROFESSIONAL CAREER OVERVIEW

SENIOR GRAPHIC DESIGNER, SEASONS RETIREMENT COMMUNITIES,
OAKVILLE, ON – 2022-2026

- Directed high-impact creative development and brand execution across integrated marketing initiatives, delivering innovative, visually compelling design concepts aligned with established brand standards and overall creative vision.
- Collaborated closely with marketing and sales leadership teams to brainstorm concepts, develop strategic campaigns, and provide elevated graphic design direction and creative support for both recurring and new projects.
- Managed end-to-end print production and vendor coordination, including sourcing quotes, overseeing budgets, and ensuring polished, high-quality execution of all creative assets and branded materials.
- Led multiple concurrent projects with strong leadership, problem-solving, communication, and creative strategy expertise, introducing forward-thinking ideas that strengthened brand growth, audience engagement, and overall design excellence.

SENIOR GRAPHIC DESIGNER, CLEAN EATING AND YOGA JOURNAL MAGAZINES | OUTSIDE INC,
TORONTO, ON / BOULDER, CO – 2015-2022

- Led creative direction for photo shoots and digital campaigns, establishing brand standards and producing motion/static content for social media, editorial, and advertising initiatives.
- Developed and executed digital marketing creatives and engagement strategies, including QR code integration and online course campaigns that increased web traffic and audience reach.
- Managed production operations, including print-to-digital asset archiving, page preparation, contracts, permissions, and invoice coordination for the art team.

GRAPHIC LAYOUT ARTIST, TC MEDIA/LOBLAW COMPANIES INC, MISSISSAUGA, ON – 2013-2015
Served as team lead for Valu-Mart and SaveEasy grocery fliers and promo and holiday print materials.

GRAPHIC DESIGNER, OXYGEN MAGAZINE | ROBERT KENNEDY PUBLISHING MISSISSAUGA, ON – 2010-2013
Graphic designer for the international publication for both print and web.

EDUCATION

Bachelor of Arts in Psychology and English, Dalhousie University, Halifax, NS
Certifications in Digital Publishing and Book and Magazine Publishing, Centennial College, Toronto, ON