

Katty Hozavsky

Senior Graphic Designer | Creative & Social Media Campaign Manager

• Helensvale 4212 QLD • 0451 313 478 • justakatty@gmail.com • [Portfolio: kh-designer.com](http://Portfolio:kh-designer.com) ✎

A results-driven Senior Graphic Designer and Creative and Social Media Campaign Manager with over a decade of experience delivering strategic and visually compelling campaigns across Australia and internationally. I combine a strong design foundation with hands-on expertise in social media marketing and digital content strategy, leading campaigns from concept to execution that drive awareness, engagement, and sales.

At Powertec Telecommunications and its sister company Outback Marine, I manage creative direction and marketing initiatives, overseeing campaign strategy, content creation, video production, supplier coordination, packaging design, and major events. My work connects creativity with business goals, ensuring each campaign and visual asset achieves measurable results.

Earlier in my career, I collaborated with global brands including Audi, United Nations, Sprite, and Kinder, developing distinctive visual identities and integrated campaigns. I am passionate about turning ideas into impactful visuals and data-driven marketing strategies that engage audiences and deliver results.

Relevant Work Experience

Senior Graphic Designer | Creative & Social Media Campaign Manager

2020 – Present

Powertec Telecommunications / Outback Marine, Gold Coast, QLD

- Lead all creative and social media marketing initiatives for Powertec and its marine-focused subsidiary, Outback Marine, driving brand awareness, engagement, and lead generation.
- Plan, manage, and execute digital campaigns across social media platforms, email marketing, and paid advertising, from creative concept to analytics and reporting. Oversee content creation including video production, photography, product shoots, video editing, and motion graphics for social channels, campaigns, product launches, and promotional activities.
- Design and maintain brand assets across digital and print, including website banners, packaging, catalogues, brochures, event materials, billboards, and signage, ensuring a consistent visual identity.
- Develop packaging concepts for new products, manage supplier communications, pricing, and production to deliver high-quality branded solutions.
- Collaborate with the sales team to create integrated campaigns targeting retail and wholesale audiences, translating marketing strategies into engaging social content and measurable results.
- Coordinate and design editorial and print advertisements for industry publications, complementing digital marketing campaigns.
- Plan and execute company events, webinars, trade shows, and product training sessions, managing creative direction, branding, and promotional materials. Lead major event activations, including the Sanctuary Cove Boat Show, overseeing booth design, brand presence, and marketing collateral.

Studio Manager / Senior Graphic Designer (Print & Web)

2017 – 2020

Australis Music Group, Sydney, Australia

- Led a small creative team, managing workflow, project deadlines, and design output for multiple in-house brands.
- Designed and produced marketing materials including brochures, wall graphics, t-shirt designs, social media content, and event branding.
- Stayed current with industry trends and introduced new creative approaches to maintain a modern and relevant design style.

Senior Graphic Designer / Packaging Designer

2015 – 2017

Dateline Imports LTD, Sydney, Australia

- Developed and maintained brand identities across multiple product lines, ensuring visual consistency across packaging, print, and digital materials.
- Created and implemented new product packaging concepts to refresh and modernize brand appeal.
- Collaborated with suppliers and production teams to achieve high-quality design execution and cost efficiency.

Studio Designer (Print & Web)

2010 – 2015

Draft FCB, Tel Aviv, Israel

- Created advertising, social media, and print designs for major brands including Audi, Sprite, Kinder, and the United Nations.
- Delivered high-quality creative work within tight deadlines in a fast-paced studio environment.
- Collaborated with cross-functional teams to maintain consistency with global brand standards.

Katty Hozavsky

Senior Graphic Designer | Creative & Social Media Campaign Manager

• Helensvale 4212 QLD • 0451 313 478 • justakatty@gmail.com • Portfolio: kh-designer.com ✎

Education

Udemy – Advanced Web Design & UI/UX Course

2017

Expanded practical skills in web design, user interface, and user experience to enhance digital project execution.

6B School of Graphic Design – Professional Diploma

2011–2013

Completed an intensive, industry-focused program covering branding, print, digital, and multimedia design.

Tel Aviv University – Bachelor of Arts

2004–2008

Gained a strong foundation in visual communication, design theory, and creative problem-solving.

Israeli Army Intelligence Department – Graphic Designer Training

2002–2004

Specialized training in visual communication for operational and strategic purposes, emphasizing precision and creativity under high-pressure conditions.

Skills

Languages

Fluent in English, Russian, Hebrew, Arabic, and Japanese

Design & Software

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), UI/UX and web design

Photography

Product photography, social media content, and portraits

Marketing & Content

Social media campaigns, content creation, video production, event branding, and advertising

Brands Worked With (Selection)

Gibson, Ibanez, Epiphone, Orange Amplifiers, Tama Drums, Suzuki, Chevrolet, Prada, Sprite, Hardtuned Fashion, Polyaire, Ferrero, Kinder, Israeli Opera, United Nations, Partner Communication, Jerusalem University, Parlux, Silver Bullet, Theorie, Macadamia Oil, Keratin, Brushworx, Sanctuary Cove Boat Show, Caravan Life, 4x4 Magazine, NZ Today