

Krishna Desai

Web & Graphic Designer | Marketing & Communications Specialist

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👛 Professional Summary

Strategic and creative professional with dual expertise in digital design and residential property management. Demonstrated success in marketing communications, brand development, and digital media, complemented by hands-on experience in tenant relations, rental strategy, and regulatory compliance. Skilled in managing content across social media channels, executing targeted advertising campaigns, and producing high-impact visual assets that elevate engagement and visibility. Proficient in design software and analytics tools to support business goals with data-driven insights. Recognised for consistent execution, strong organisational capabilities, and a proactive, solution-focused approach to complex challenges.

✂️ Core Competencies

- Digital Communications & Marketing Strategy
- Social Media Management & Channel Optimization
- Digital Advertising & Campaign Execution
- Brand Identity & Visual Storytelling
- Content Management Systems (WordPress, Shopify, Wix)
- SEO & Google Analytics
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, Animate CC)
- Design Software: Figma, Canva, Adobe XD
- CRM & Lead Generation Tools (Salesforce, Zoho, Eagle Software)
- Presentation Design & Event Collateral
- Strong Organisational & Project Management Skills

🔧 Technical Skills

Design Tools	Web & Marketing	CRM & Analytics
Adobe Creative Suite - Adobe Photoshop, Illustrator, InDesign, Animate CC and Premiere	HTML, CSS, Mailchimp, Canva, Figma, Adobe XD	Eagle Software, Salesforce, Google Analytics, SEO, Zoho, VailteRE

👉 Soft Skills

<ul style="list-style-type: none">• Clear and Effective Communication• Creative and Strategic Thinking• Consistent and Detail-Oriented	<ul style="list-style-type: none">• Decisive Problem Solver• Ability to Manage Multiple Projects• Collaborative Team Player
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Professional Experience

Residential Property Manager Focused on Tenant Relations, Compliance & Rental Strategy

Sky High Property Group, Sydney NSW Oct 2024 – Present

- Manage end-to-end tenancy lifecycle including lease transitions, maintenance coordination, and vacate procedures.
- Resolve tenant disputes with empathy and authority, ensuring alignment with NSW tenancy laws.
- Communicate proactively with owners regarding rental performance, compliance updates, and strategic recommendations.
- Oversee bond processing, routine inspections, and documentation for legal compliance.
- Craft clear, professional communications tailored to tenants, landlords, and internal stakeholders.
- Maintain digital platforms, including website and social media, with accurate and timely updates of open home times and property listings.
- Maintain accurate records and ensure timely responses to rental inquiries and issues.

Digital Designer & Marketing Coordinator

PSK Private Wealth, Sydney CBD Mar 2022 – Oct 2024

- Developed digital media assets including presentations, newsletters, and branded collateral.
- Managed social media calendars and executed campaigns across multiple platforms.
- Designed and maintained website content aligned with brand strategy.
- Supported event planning and created promotional materials for client functions.
- Prioritized and resolved digital support requests across departments.

Digital Designer & Web Administrator

Angel Maternity, Castle Hill Jul 2021 – Mar 2022

- Managed Shopify website updates and product launches.
- Designed promotional banners and social media content.
- Created email campaigns using HTML/CSS and ActiveCampaign.
- Monitored Google Ads and My Business for performance insights.

Senior Web Designer & Web Admin

The Bathla Group, Girraween Jul 2020 – Jul 2021

- Designed property landing pages and digital marketing content.
- Produced brochures, flyers, and agent branding materials.
- Supported REA & Domain listings and CRM-linked marketing tools.
- Assisted agents with onboarding and digital asset creation.

Senior Graphic Designer

Snap Print, Blacktown Jul 2020 – Dec 2020

- Developed brand identities, logos, and print-ready marketing materials.
- Coordinated production of banners, brochures, and business cards.
- Ensured brand consistency across digital and print platforms.

Digital Designer

Snakk Media, Surry Hills

Jan 2016 – Jun 2020

- Created banner ads, logos, and web templates focused on usability.
- Designed user interfaces from wireframes and maintained brand consistency.

Graphic Designer & Web Admin

MSC Cruises, Sydney CBD

May 2015 – Dec 2015

- Updated websites and designed newsletters and promotional content.
- Managed social media channels and analyzed performance metrics.
- Supported marketing with cruise deal campaigns and digital assets.

Education

Master of Information Systems

Ballarat University, Sydney | 2007–2009

Bachelor of Computer Applications

South Gujarat University, India | 2001–2003