

kristen karpowicz

Professional Experience

NEWMARK

Senior Marketing Coordinator, June 2022 - Present

Support the multifamily capital markets groups based in Central Texas including investment sales conventional and land teams, debt and structured finance team, and the national manufactured housing team

Design, prepare, and write content for proposals, flyers, teasers, and offering memorandums for all listings and request for proposals

Project management across multiple groups, including marketing, analysts, and brokers to ensure project deadlines are met

Research, write, design, and produce comprehensive multifamily market research reports for Austin and San Antonio

Coordinates with third-party vendors for photography, video/aerial footage, and virtual tours for listings

AQUASANA

Digital Designer, December 2020 - July 2022

Design monthly promotional email campaigns, digital ad campaigns, and paid social advertisements, both static and animated

Create strategic social content throughout all social channels including Instagram, Twitter, and Facebook

Elevate the brand by creating new email and social templates used for various platforms

Created the wireframing and website for new website displaying water filter comparisons

STREAM REALTY PARTNERS

Senior Graphic Designer, June 2018 - December 2020

Graphic Design Coordinator, June 2016 - September 2019

Manage and create strategic marketing campaigns for a portfolio of 150+ commercial properties within Austin, TX

Manage and trained 4 interns and 3 full-time employees within the marketing department

Lead graphic designer for office landlord, parking, and retail divisions which includes a portfolio of over 40+ properties

Support 7 divisions with Stream Realty Partners and support 18 individual brokers by developing strategic campaigns, creating marketing collateral, and designing successful pitches to win business

Extend design strategy across multiple platforms, reaching an audience of 600+ people in the Austin commercial real estate network; this includes branding and identity, print collateral, print production, digital marketing campaigns, experiential content creation, social media, event planning and budgeting, promotional items, package design, photography, press releases

Freelance Experience

Kristin Nix Interiors | Promotional Brochure
Xenos Properties | Branding, Brochure, Web Design
Reap India Strategic Discipleship | Springbuds Newsletter
Peak Parking | Proposals, Signage, Social Media
One Off Hospitality | Rewards Program App Design

Education

University of Missouri, Bachelor of Fine Arts
Emphasis in Graphic Design, August 2011-December 2015

Contact

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Skills

Graphic Design
Brand Development
Digital Marketing
Social Media
Advertisement Design
Strategic Marketing
Photography
Packaging Design
Event Planning + Budgeting
Print + Digital Collateral
Print Production
Public Relations
Web Design

Programs

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe LightRoom
Adobe Express
Adobe Premiere Pro
Adobe AfterEffects
Adobe XD
Adobe Acrobat
Figma
MailChimp
CampaignBreeze
WordPress
Ceros Experiential Platform

Volunteer

Ronald McDonald House
Operation Helping Hands
Central Texas Food Bank
Meals on Wheels

Awards & Certifications

Interactive Content Creation,
Ceros
October 2023

Google UX/UI Design Specialization,
Coursera, Credential ID W9VZPEYQ38RL
April 2023

Stream Realty Partners,
First Place, Creative Cup Competition,
2017 & 2019