

# MARYVIT LUNA

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Education	<b>Rutgers University, Rutgers Business School</b> <b>Masters of Science, Digital Marketing, May 2026</b> <b>Saint Peter's University</b> <b>Bachelor of Arts, Graphic Arts, May 2022</b> <ul style="list-style-type: none"><li>Graphic Arts Award - Awarded to a graduating senior who demonstrates academic excellence and exceptional creativity</li><li>Jasha Green Memorial Award - awarded for exceptional creativity as a graphic designer and academic excellence.</li><li>President of Kappa Pi Art Honor's Society</li></ul>		
Certifications	<b>Google Ux Design Specialization</b> <b>Google Online Certification</b>		
Experience	<b>Enjoyabowls</b> <span>Harrison, N J</span> <b>Social Media Marketing Manager</b> <ul style="list-style-type: none"><li>Create and manage content for @enjoyabowlsnj, including visuals, reels, and stories that reflect the brand's voice and values</li><li>Plan and schedule weekly posts, track performance, and adjust strategy to improve results, driving a 41% increase in followers and growing engagement from 1.5K to over 25K</li><li>Collaborate on promotional campaigns, seasonal product drops, and in-store events to strengthen brand awareness and community presence</li><li>Manage photo and video content for outside events to extend brand visibility beyond the storefront</li></ul>		
	<b>Netta Architects</b> <span>Mountainside, NJ</span> <b>Graphic Designer</b> <ul style="list-style-type: none"><li>Drive engagement across social media platforms by developing compelling content that highlights projects and initiatives</li><li>Coordinate cross-functional teams to produce marketing collateral, ensuring alignment with brand guidelines and timely delivery, leading to a 5% improvement in campaign efficiency and brand consistency</li><li>Collaborate with the proposal manager to create and design visually appealing RFPs/RFQs, PowerPoint presentations, and InDesign templates</li><li>Oversee the creative team's design work with precise brand layout, typography, organization, and attention to detail, using tools like Illustrator, Photoshop, Lightroom, and XD</li></ul>		
	<b>Careiginal Designs</b> <span>Remote</span> <b>Graphic Designer &amp; Marketing Assistant</b> <ul style="list-style-type: none"><li>Delivered UX/UI design solutions and conducted research to improve the online presence of clients seeking brand revitalization or website development</li><li>Generated content such as short-form videos, carousel posts, and interactive stories, managed social media accounts, and implemented scheduling for clients' Instagram and Facebook profiles to boost engagement and brand presence</li><li>Created imaginative advertising content across print production and digital platforms to amplify brand awareness among target audiences.</li></ul>		
	<b>Saint Peter's University Art Gallery</b> <span>Jersey City, NJ</span> <b>Assistant Art Director</b> <ul style="list-style-type: none"><li>Produced videos with iMovie and Premiere pro where the artists talked about their creative process, followed by uploading</li><li>Supported the Creative Team in the development of creative and effective advertising concepts from ideation through final projects</li></ul>		
Skills	<b>Adobe Suite</b> Photoshop, InDesign, Illustrator, XD, Premiere Pro, Lightroom	<b>Microsoft Suite</b> Powerpoint, Sheets, Word, Drive, Calendar	<b>Misc. Programs</b> Figma, Printify, iMovie, MailChimp, Wix, Canva, Procreate, Blender, Capcut