

MARYVIT LUNA

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Education	Rutgers University, Rutgers Business School Masters of Science, Digital Marketing, May 2026		
	Saint Peter's University Bachelor of Arts, Graphic Arts, May 2022		
	<ul style="list-style-type: none">Graphic Arts Award - Awarded to a graduating senior who demonstrates academic excellence and exceptional creativityJasha Green Memorial Award - awarded for exceptional creativity as a graphic designer and academic excellence.President of Kappa Pi Art Honor's Society		
Certifications 2022 - 2023	Google UX Design Specialization Google Online Certification		
Experience 2024 - Present	Enjoyabowls Social Media Marketing Manager <ul style="list-style-type: none">Create and manage content for @enjoyabowlsnj, including visuals, reels, and stories that reflect the brand's voice and valuesPlan 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 25KCollaborate on promotional campaigns, seasonal product drops, and in-store events to strengthen brand awareness and community presenceManage photo and video content for outside events to extend brand visibility beyond the storefront	Harrison, NJ	
2023 - Present	Netta Architects Graphic Designer <ul style="list-style-type: none">Drive engagement across social media platforms by developing compelling content that highlights projects and initiativesCoordinate 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 consistencyCollaborate with the proposal manager to create and design visually appealing RFPs/RFQs, PowerPoint presentations, and InDesign templatesOversee the creative team's design work with precise brand layout, typography, organization, and attention to detail, using tools like Illustrator, Photoshop, Lightroom, and XD	Mountainside, NJ	
2022-2022	Careiginal Designs Graphic Designer & Marketing Assistant <ul style="list-style-type: none">Delivered UX/UI design solutions and conducted research to improve the online presence of clients seeking brand revitalization or website developmentGenerated 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 presenceCreated imaginative advertising content across print production and digital platforms to amplify brand awareness among target audiences.	Remote	
2020-2022	Saint Peter's University Art Gallery Assistant Art Director <ul style="list-style-type: none">Produced videos with iMovie and Premiere pro where the artists talked about their creative process, followed by uploadingSupported the Creative Team in the development of creative and effective advertising concepts from ideation through final projects	Jersey City, NJ	
Skills	Adobe Suite Photoshop, InDesign, Illustrator, XD, Premiere Pro, Lightroom	Microsoft Suite Powerpoint, Sheets, Word, Drive, Calendar	Misc. Programs Figma, Printify, iMovie, MailChimp, Wix, Canva, Procreate, Blender, Capcut