

MARYVIT LUNA

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Portfolio: <https://www.maryvitluna.com/>

Education

Rutgers University, Rutgers Business School
Master of Science in Digital Marketing, May 2026

Saint Peter's University

Bachelor of Arts in Graphic Arts, May 2022

- Graphic Arts Award - Awarded to a graduating senior who demonstrates academic excellence and exceptional creativity
- Jasha Green Memorial Award - awarded for exceptional creativity as a graphic designer and academic excellence.
- President of Kappa Pi Art Honors Society

Certifications

Google UX Design Specialization

2022 - 2023

Google Online Certification

Experience

Vultures Sporting Club

2025 - Present

Creative Director

Remote

- Captured high-quality event photography for annual matches and community events
- Edited and retouched photos for social and promotional use, improving visual quality and consistency
- Manage Vultures FC website, improving design, content, and SEO to increase traffic and engagement
- Designed team merchandise and promotional materials to strengthen brand identity and community presence

2024 - Present

Enjoyabowls

Harrison, N J

Social Media Marketing Manager

- Create and manage content for @enjoyabowlsnj (posts, reels, stories) aligned with brand voice
- Plan content calendar, track analytics, and optimize strategy, increasing followers 41% and engagement from 1.5K to 25K+
- Collaborate on campaigns, product drops, and events, managing photo and video content to boost brand awareness and visibility
- Build and manage the website, analyzing traffic insights to optimize user experience and engagement

2023 - Present

Netta Architects

Mountainside, NJ

Graphic Designer

- Increased social engagement through content highlighting firm projects and initiatives
- Collaborated with cross-functional teams to produce on-brand marketing materials, improving campaign efficiency 5%
- Collaborate with the proposal manager to design RFPs, PowerPoints, and InDesign templates.
- Oversee creative work with attention to brand, layout, typography, and detail using Illustrator, Photoshop, Lightroom, and XD

2022 - 2022

Careiginal Designs

Remote

Graphic Designer & Marketing Assistant

- Delivered UX/UI solutions and research to improve clients' online presence
- Managed social and created marketing materials to boost engagement

Skills

Adobe Suite

Photoshop, InDesign, Illustrator, XD, Premiere Pro, Lightroom

Microsoft Suite

Powerpoint, Sheets, Word, Drive, Calendar

Misc. Programs

Figma, iMovie, MailChimp, Wix, Canva, Blender, Capcut