

# Carly Cavagnaro

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## EXPERIENCE

### Graphic Design & Digital Engagement Specialist Oct 2023 - Present

*New Look Refinishing & Companies, E. Bridgewater, MA*

- \* Revitalized two businesses through brand identity and website redesigns, enhancing customer perception
- \* Designed digital & print marketing materials, including social media graphics, brochures, and blog posts
- \* Managed three social media accounts, increasing brand engagement by 15% through strategic content
- \* Led successful ad campaigns, generating 500K+ engagements and optimizing Google Ads for maximum ROI

### Marketing Manager Oct 2021 - Dec 2023

*Bridgewater State University Transit, Bridgewater, MA*

- \* Developed social media marketing strategies to help company awareness and increase ridership resulting in over 5000+ new engagements
- \* Conducted successful recruitment campaigns gaining 10% increase in recruitment
- \* Managed creation of marketing materials and collateral across all social media platforms

### Editorial & Layout Designer Sep 2022 - May 2023

*The Bridge Journal, Bridgewater, MA*

- \* Led a team of creatives to develop a published journal that celebrated student art, design and literature
- \* Created designs, concepts and official page layouts for 70-page production in Adobe InDesign
- \* Developed and completed book cover design using Adobe Photoshop
- \* Planned, promoted, and hosted successful journal unveiling event with 200+ attendees

### Graphic Design/Marketing Intern May 2022 - Aug 2022

*Maxon Precision Motors, Taunton, MA*

- \* Assisted in creating social media content resulting in over 1000 new engagements
- \* Designed visually appealing layouts for online blog posts and took responsibility for publishing
- \* Developed and maintained content and communications to drive marketing campaigns/events
- \* Designed and artistically configured large prepress projects using layout programs

## EDUCATION

### Bachelor of Arts (B.A.) – Studio Arts/Graphic Design 3.89 GPA

*Bridgewater State University Bridgewater, Bridgewater, MA*

## SKILLS

Adobe Creative Suite, Microsoft Office, Google Suite, Branding, Logo Design, Typography, Layout/Editorial Design, Print Design, Digital Marketing, Social Media Marketing