

Luciano G. Caruso

Clinton Township, MI
(586) 899-3535 | Caruso1211@gmail.com
ePortfolio: <https://mypages.svsu.edu/~lgcaruso/index.html>

EDUCATION

Bachelor of Arts in Graphic Design

December 2024

Saginaw Valley State University, University Center, MI

Minor: **Marketing**

Deans' List: Winter 2022, Winter 2023

RELEVANT COURSE WORK

Typography & Color in Design

Web Design

Marketing Strategy

Consumer Behavior

Dynamic Digital Design

Digital Imaging

CRM

Personal Selling

GRAPHIC DESIGN EXPERIENCE

Entry-Level Graphic Designer

May 2024 – Present

Power Move Media, Bay City, MI

- Manage social media and design work for multiple clients at a time in diverse industries including golf simulation, non-profits, trucking logistics, and technology
- Completed a company rebrand for Power Move Media, providing concept drawings and feedback for final design
- Photograph for client graphics as needed, and documented the Power Move Media rebrand party

Graphic Design Intern

May 2023 – December 2024

Career Services, Saginaw Valley State University, University Center, MI

- Ensure brand consistency by adhering to SVSU's Graphic Standards Guide across all marketing materials
- Design and create marketing collateral, including brochures, viewbooks, and multimedia projects, to promote student initiatives
- Utilize Adobe Creative Suite (Illustrator, Photoshop, InDesign) on PC to complete both print and digital design tasks
- Develop and present innovative design concepts, offering multiple options for final approval with quick turnarounds
- Research and benchmark design materials from other institutions to inspire and inform new creative solutions
- Independently manage projects from concept to completion with minimal supervision, ensuring timely delivery and high-quality outcomes

COMPUTER SKILLS

Adobe Programs: Illustrator, Photoshop, InDesign, Dreamweaver, Lightroom

Microsoft Word: Word, PowerPoint, Excel, Outlook

Video Editing: Animate, After Effects, iMovie

MARKETING PROJECTS

Social Media Marketing Strategy, Safe & Sound Child Advocacy Center

Summer Semester 2023

Marketing Strategy, Saginaw Valley State University, University Center, MI

- Collaborated with a team of 4 to develop a strategic marketing proposal for the client to improve their online presence as well as radio and news advertisements and print materials
- Established an exact intended target market, down to the geographic reach and size of household
- Successfully presented strategy to the client via Zoom, receiving excellent feedback

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Customer Relationship Management

Fall Semester 2023

CRM, Saginaw Valley State University, University Center, MI

- Studied customer relationship management concepts from the theoretical perspective of consumer behavior and psychology for a retail company
- Applied software solutions (Salesforce, Power BI, and Microsoft Excel) to the identification acquisition, and retention of valuable customers

HONORS / AWARDS / ACTIVITIES

Eagle Scout, Boy Scouts of America

December 2018

- Involved in Boy Scouts of America (BSA) from age 7 to age 18, fostering leadership, service, and work ethic
- Actively participated in numerous community service projects, including food drives and restoration projects
- Completed required Eagle Scout service project for a non-BSA affiliated entity, including planning labor and material needs, planning/ executing a fundraiser for material costs, and orchestrating the project without physically doing any labor to ensure proper communication requirements are met

NYLT Leadership Training, Boy Scouts of America

June 2016 & June 2017

- Learned leadership techniques used for various groups in different working environments, involving multiple lectures/ classes and projects geared towards teamwork and communication within groups

SERF Vicariate Youth Award Recipient, St. Basil the Great Catholic Church

June 2017

- Awarded for volunteering time to the church and helping in various community service projects for the parish

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REFERENCES

LaToya Peoples, Associate Director

Career Services

7400 Bay Road

University Center, MI 48710

W: (989) 964-2890

lpeoples@svsu.edu

J. Blake Johnson, Professor

Department of Art

Saginaw Valley State University

Arbury Fine Arts 117

7400 Bay Road

University Center, MI 48710

W: (989) 964-2255

Jbjohns1@svsu.edu

Amaya Berreles, Owner

Power Move Media

Bay City, MI

W: (989) 860-1162

amaya@powermove.media