



Zac Cavaluzzi

GRAPHIC DESIGN

CONTACT: 732.832.1521 @ZACCAVART ZACCAVART.COM ZACHCAV@COMCAST.NET

EXPERIENCE

PROFICIENT IN: ADOBE PHOTOSHOP, ILLUSTRATOR, INDESIGN, AND PREMIERE PRO.

Strong30 Automotive Advertizing - Graphic Designer

Colts Neck / Remote

Aug 2024 - Current

Strong30 provides Marketing, Advertising, Sales Training, Strategy Consulting to car dealerships across the USA. I create eye catching automotive print and web designs that abide by brand and dealership guidelines. Deliverables are to be completed on time with proficient communication and collaboration.

- Mailer Design
- Business Cards
- Social Media Design
- Email Design
- Automotive Wraps
- Print Marketing
- Web Design
- Advertising
- Poster Design
- Dealership Branding
- Photo Editing
- Web Marketing

Red Bank Design Center (RBDC) - Lead Graphic Designer

Red Bank, New Jersey

Jan 2020 - March 2024

Red Bank Design Center (RBDC) is an interior design firm, to-the-trade sourcing library, and showroom gallery. I oversaw all forms of media and took part in designing all visual representations of the company and its vast vendor library.

- Performed a brand audit by recreating and expanding on all of RBDC's design assets including defining their identity and philosophy.
- Created the presentation assets for client facing and partner facing presentations.
- Formatted and rewrote client contracts.
- Recreated and expanded on all forms and documents.
- Created digitally fillable forms.
- Created step by step materials on how to represent the design process to clients and designers.
- Created maintained the firms website.
- Curated and maintained firms social media presence.
- Created and branded the GD concept and Portfolio Magazine.
- Created and sent out Mailchimp email blasts.
- Created direct mailer campaigns.
- Created and maintained various pricing catalogs for the vendor library.
- Designed the indoor and outdoor signs.
- Designed editorials for various magazines.
- Worked collaboratively with staff members and independent designers.
- Composed 'Before & After' booklets for design representation.
- Maintained the art gallery.

EDUCATION

BFA - GRAPHIC DESIGN - 2020

Robert Graves School of Design,
Kean University
Union, NJ

AAS - ILLUSTRATION - 2016

Fashion Institute of Technology
New York, NY

D - COMMERCIAL ART - 2013

Monmouth County Vocational
Aberdeen, NJ



Letter Of Recommendation

To whom it may concern,

My name is Amy Manor, the founder and CEO of Red Bank Design Center LLC. I have been working in the design industry for over 20 years. Zac Cavaluzzi stands out as an exemplary employee. Zac and I worked together at RBDC, and during our time together, he showed a remarkable talent for mastering a multitude of different types of marketing strategies. His interest in marketing begins with the time and research it took to understand over 200 vendors, the designers, and their clients. Zac stayed focused and extremely productive as our company grew. Zac's attention to detail is one of his greatest strengths. He protects the integrity of the companies, their products, and the designers who create the spaces for their clients. He developed marketing strategies from web design to social media and print. His skills further improved when his desire to take on more responsibility gave him the opportunity to work closely with our attorneys to trademark the General Designer (GD) and publish the first edition of GD Home Magazine. His colleagues look up to him and respect him as a professional. Zac's dedication to his work, the company, and his fellow team members are at the forefront of his career. Whatever the company needed, he was always the first to volunteer. I'm pleased to recommend Zac with no reservations whatsoever. He would make an excellent addition to your team. If you have any more questions, please feel free to contact me at the number below.

Sincerely,

Amy Manor

CEO, Red Bank Design Center,

Amy@redbankdesigncenter.com

(732) 991-1588