

ARTHUR CAPUZZO

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SUMMARY

Designer with multiple years of experience across higher education and corporate marketing, specializing in brand systems, print and digital collateral, and social media. Skilled in Adobe Creative Cloud with hands-on experience building and applying university brand guidelines.

LANGUAGES

English (Native) • Portuguese (Native) • Spanish (Native) • Italian (Professional Working)

EXPERIENCE

Creative Services Manager May 2024 – Present
Concord University — Athens, WV

- Co-developed the university's refreshed **brand guidelines** — typography, color, and logo standards now applied across all campus marketing and communications.
- Lead design production for the marketing department, taking print and digital projects from concept to completion for partners across campus.
- Manage and mentor a team of design interns, assigning projects and reviewing work for quality and brand consistency.
- Develop social media and marketing strategies to grow engagement and recruit in-state, out-of-state, and international students; maintain the department's shared-file system for fast, organized asset access.

Graphic Designer Intern Apr 2023 – May 2024
Panasonic North America — Newark, NJ

- Produced **200+ marketing deliverables** — flyers, datasheets, and social media content — in Adobe InDesign, Photoshop, and Illustrator.
- Collaborated with cross-functional marketing teams (Solar & Storage, Indoor Air Quality, Assembly Tools) to deliver on-brand campaign assets.
- Partnered with the digital marketing team on audience targeting and user-experience improvements for digital content.

Graphic Designer Aug 2021 – Nov 2022
Concord University — Athens, WV

- Led a full visual rebrand of the university's esports program in Figma and Adobe Creative Suite, delivering a cohesive identity system.
- Designed and printed a 10-poster campus campaign that increased student attendance and engagement at events.

EDUCATION

Master of Business Administration Expected Graduation: 2027
Concord University — Athens, WV

B.A., Advertising & Graphic Design (Minor: Business Administration) 2024 • GPA 3.51
Concord University — Athens, WV

B.A., Graphic Design 2021 • GPA 3.4
Middlesex University — London, UK