

# carly caywood

GRAPHIC DESIGNER

## PERSONAL INFO

 [carlycaywood.com](mailto:carlycaywood.com)

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## EDUCATION

Bowling Green State University  
Bachelor of Fine Arts in Graphic Design | Dec 2023

## INVOLVEMENT

Kappa Delta, Thompson Scholar,  
GoodFellows, Delight Ministries,  
Brathaus Bartender & Social  
Media Manager

## DESIGN SKILLS

Adobe InDesign, Adobe Illustrator,  
Adobe Photoshop, Adobe Lightroom,  
Digital, Print, Color-Accuracy,  
Branding, Package Design,  
Menu Design, Typography, Figma,  
Duda, Wordpress, Meta, Canva

## EXPERIENCE

### Graphic Designer

Marketing Communication Resource Inc, Willoughby Ohio | Present

- Design print and digital assets for Direct Mail Campaigns for Universities and Non-Profits, including variable data pieces.
- Work with account managers, programmers, and production teams to meet client goals and deadlines.
- Preflight and prep files for print, ensuring accuracy and postal compliance.
- Optimize layouts for visual impact and improved response rates.

### Graphic Designer & Marketing Assistant

Sly Restaurant Group, Cleveland Ohio | July 2024 - March 2025

- Design the menus, table tents, posters, social media and event graphics across all venues, varying on project
- Manage social media pages for Inferno and Rum Runners
- Plan/design branding, collateral, & social for events with marketing director
- Coordinate Private Events for The Velvet Tango Room
- Assist with Photo Shoots for Marketing Director
- Communicate with the entire team: marketing director, managing partner, operations manager, general managers, staff, and owners.

### Graphic Design Intern

Toledo Zoo & Aquarium, Toledo Ohio | Sep 2023 - April 2024

- Designing print, digital, and web products assigned by creative director
- Printing in-house materials for zoo-grounds
- Communicating with vendors for high quality signage and prints

### Graphic Design Summer Intern

Midnet Media, Minster Ohio | May 2021, Aug 2022

- Scheduling and managing client social media accounts within Meta
- Web design and content implementation
- Shadowing video shoots / interviews
- Logo & Brand Design

### Director of Social Media & Marketing

Kappa Delta Sorority, Beta Mu Chapter | Jan - Dec 2023

- Graphics for events and social media posts
- Branding and advertising
- Running social media accounts and overseeign Tik-Tok chair
- Editing, planning, and posting informative and fun Instagram posts

