

Ruby Cantoni

Graphic Designer
Creative Brand Strategist

Experience

Senior Graphic Designer | Authority Brands

March 2023 - Present

- Oversee and enforce cohesive branding for 18+ brands in collaboration with the Creative Team.
- Design consumer-facing and franchise development marketing materials.
- Collaborate with brand Marketing Teams to create and deliver tailored creative content.
- Train, mentor, and provide continuous support to new hires and fellow graphic design peers.
- Manage vehicle wrap design processes with vendors, ensuring brand alignment and timely completion.
- Collaborate with intranet and print vendors to launch and maintain internal marketing resource sites.
- Act as creative brand steward while attending photoshoots and video productions, ensuring brand guidelines are upheld.

Creative Marketing Specialist | Junkluggers Franchising LLC

September 2018 - March 2023

- Led brand development from 20 to nearly 100 locations, elevating identity and creative strategy.
- Designed, optimized, and executed multi-channel marketing materials and campaigns for consumers and franchise development.
- Managed relationships with creative marketing vendors and implemented data-driven strategies to optimize campaign performance.
- Supported key initiatives such as the brand audit, identity refresh, website updates, national media planning, and seasonal campaigns.
- Spearheaded marketing initiatives with referral partners such as Goodwill, Habitat for Humanity, and USAA.
- Provided start-up training, ongoing marketing guidance, and custom creative support for franchise owners.
- Produced internal and external communications for the system via livestreams, webinars, and e-newsletters.

Graphic Design Intern | WCSU Publications & Design

March 2016 - May 2018

- Produced branding and marketing materials for on-campus clients.
- Collaborated with team members on design projects from concept to completion, incorporating feedback and critiques as a learning tool.
- Executed copy materials using various print shop machinery.
- Trained new team hires on design processes and equipment usage.

Contact

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About Me

With a dynamic background in graphic design, marketing, and franchising, I bring a powerful blend of skills, business acumen, and a genuine passion for the arts. I'm a results-driven creative with a knack for visual story-telling and driving brand growth. Empowered by a problem-solving mindset, I thrive with turning challenges into opportunities for innovation.

Technical Skills

Adobe Creative Suite

- InDesign
- Photoshop
- Illustrator
- Premiere Pro
- Premiere Rush
- Acrobat

Microsoft Office

- PowerPoint
- Word
- Excel

Google Suite

- Slides
- Docs
- Sheets

Digital Tools & Platforms

- Constant Contact
- Mail Chimp
- Rallio
- Wrike
- Trello
- Basic Coding

Education

Western Connecticut State University

BA in Graphic Design
Summa Cum Laude, 3.92 GPA