VINCENT CULOTTA

Contact

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Summary

Creative graphic designer with experience producing visual content for brands, organizations, and digital communities. Experienced in brand identity, social media design, photography, and creative problem-solving, with a strong foundation in Adobe Creative Suite and content creation. Known for combining strategic thinking with strong visual execution to deliver engaging, audience-focused design solutions across multiple platforms.

Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects)
- Canva
- Google Suite (Slides, Excel, Docs)
- iMovie
- Final Cut Pro
- CapCut
- In-App Editing (Instagram, TikTok, Facebook)

Education

- **Bachelor of Science in Fine Arts**
  Minor in Business and Design
  Concentration in Design
  Hofstra University | Uniondale, NY
  Graduated: *May 2026*

Relevant Coursework: Intro to Design, Illustration, Digital Design, Typography, Intro to New Media Design, Design for Social Media, Packaging Branding & Dimensional Design, User Experience Design, 3-D Design: Concepts, E-Publication Design, Intro to Digital Photography, Intro to Information Systems, Intro to Excel

Work Experience

- **Social Media Manager & Graphic Designer**
  Springtime Supplements | *Oct 2026 – Present*
  - Created informational and promotional graphics for emails, social media, and marketing campaigns.
  - Worked directly with management and marketing team to assist with marketing and business strategies.
  - Managed Instagram and Facebook social media accounts.
  - Oversaw all communication with customers through social media.

- **Social Media Manager & Graphic Designer**
  Van Dyke & Bacon Shoes | *June 2026 – Present*
  - Created informational and promotional graphics for emails, social media, and in-store signage.
  - Worked directly with management and marketing team to assist with marketing and business strategies.
  - Managed Instagram and Facebook social media accounts.
  - Oversaw all communication with customers through social media.

- **Social Media Manager & Content Creator**
  Second Sip Gin | *Feb 2026 – May 2026*
  - Create and manage engaging social media content across platforms.
  - Plan, develop, and execute content strategies aligned with brand goals.
  - Support digital marketing initiatives through creative and strategic content production.
  - Design graphics and write copy for digital campaigns and social posts.

- **Graphic Design Intern**
  Hofstra University Women's Basketball | *Sept 2025 – May 2026*
  - Created branded visual content used in recruitment outreach, helping strengthen the team's digital presence and appeal to incoming players.
  - Worked directly with coaching staff to develop consistent, engaging design materials aligned with the program's goals and messaging.
  - Produced high-quality digital assets on a recurring schedule, ensuring timely delivery for recruiting and team promotions.

- **Co-Manager & Visual Content Strategist**
  Kim Petras Fan Community (@kimpetrasupdate) | *Sept 2022 – Jan 2025*
  - Joined to lead graphic design efforts; created branded visuals, templates, and assets for 65K+ follower base.
  - Promoted to co-manager through consistent contributions to content planning, community engagement, and page strategy.
  - Collaborated with lead manager on communications with Republic Records and Kim Petras Music LLC.
  - Helped maintain a cohesive, credible, and professional brand presence across all platforms.