

Lazar Racusin

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EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

Rochester, NY

Advertising & Public Relations +1 MBA Program

Graduation: May 2029

- **Relevant Coursework:** Microeconomics, Public Relations, Foundations of Communication

UNION COUNTY TECHNICAL SCHOOL: SCHOOL OF DESIGN

Scotch Plains, NJ

Senior Year Dual-Enrollment with Kean University, Union, New Jersey

Graduated: June 2024

Future Business Leaders of America Club

- Active for 4 years
- Top 10 Finalist in New Jersey

Technology Student Association

- Active 3 years
- Top 10 Finalist

EXPERIENCE

OWNER | LAZARDESIGNS

02/2020 - Current

- Built a freelance, creative design business
- Design album covers, posters, mock-ups, and logos for clients
- Design covers for podcasts and musical artists
- Explore different software and mediums (Photoshop, Illustrator, Blender, and InDesign) based on the client's needs
- Collaborates with clients

DESIGN INTERN | WINONA | BYWINONA.COM

07/2024 - Current

- Create static advertisements for various marketing campaigns, ensuring alignment with company objectives
- Apply effective 'Call To Action' techniques and branding strategies that enhance social media engagement and traffic to targeted platforms
- Utilize Figma to design ad layouts that show consistency and efficiency in the creative process
- Organize design assets for easy access to reuse across multiple campaigns

SOCIAL MEDIA MANAGER | KILLTWOBIRDS PROJECT

08/2023 - 03/2024

- Won Best Trailer Category in 27 film festivals around the world
 - Cannes World Film Festival
 - SoCal Film Awards
- Designed posters for the killtwobirds movie trailer
- Managed the social media account
 - Designed teaser images and videos releasing throughout multiple weeks

SKILLS, ACTIVITIES, AND INTERESTS

Technical Skills: Adobe Photoshop Certified, Autodesk AutoCAD Certified, proficient in Adobe Create Suite

Personal Skills: Goal-oriented, critical thinker, organized, determined

Interests: Golf, tennis, graphic design, comedy in many forms, snow skiing