

# Gabriel Kaar

Digital Marketer, Photographer, Designer

B.S.B.A, Digital Marketing – Bryant University 2025

gabekaar@gmail.com | kaargraphics.myportfolio.com



## EXPERIENCE

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### Marketing Coordinator

*D.B. Lunt Electrical Contractors – Uncasville, CT Jan. 2026 – Present*

- Developing and executing a comprehensive digital growth strategy to increase brand authority and drive lead generation for a leading electrical services provider.
- Spearheading on-site photography and videography to showcase project excellence and humanize the brand through high-quality visual storytelling.
- Designed and launched a high-converting website focused on UX and modern branding; implementing SEO/SEM optimizations and lead-capture funnels to convert traffic into revenue.
- Managing multi-channel social presence and building the marketing department's foundation from the ground up, ensuring cohesive, professional, ROI-focused branding.

### Social Media Manager

*Terrace On the Green Restaurant – Wallingford, CT Jan. 2026 – Present*

- Leading digital brand identity for a premier dining destination through high-end visual storytelling and strategic community engagement.
- Producing photography and short-form video (Reels/TikToks) capturing atmosphere, culinary craftsmanship, and guest experience to drive foot traffic.
- Executing targeted campaigns for seasonal menu launches, holiday specials, and private events; cultivating an active online community through reputation management and UGC.

### Graphic Designer

*Stetson University Athletics Sep. 2025 – Present*

- Providing comprehensive graphic design for Division I Athletics across digital campaigns, social media, and in-venue signage.
- Collaborating on social media strategy and executing content plans that enhance fan engagement while upholding the university's visual standards.

### Digital Marketing Specialist

*Bryant University Athletics Marketing Sep. 2023 – May 2025*

- Produced high-quality graphic and photography content for multiple NCAA Division I programs, aligning creative assets with branding and marketing goals for digital and in-person campaigns.
- Collaborated with marketing team to brainstorm and execute content strategies across social platforms, designing print/digital materials and promotional merchandise to drive fan engagement.

### Owner / Freelance Digital Marketer + Creative Director

*Kaar Graphics 2019 – Present*

- Leading a personal digital marketing brand offering content creation, branding, photography, and design services; successfully launched campaigns for clients in sports, gaming, and creative industries.
- Grew cross-platform presence (Instagram, X, LinkedIn) through strategic content, maintaining a client-first approach focused on ROI-driven visuals and long-term relationships.

## LEADERSHIP + INVOLVEMENT

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### Vice President

*Bryant University Club Baseball Jan. 2024 – May 2025*

- Managed marketing and media initiatives including social media, photography, and graphic content; implemented Instagram growth strategies increasing awareness, engagement, and recruitment reach.
- Collaborated on team branding and community-building efforts, contributing to overall program visibility and success.

## EDUCATION

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### Bachelor of Science in Business Administration, Digital Marketing – Bryant University '25

- Coursework in digital advertising, SEO/SEM, content strategy, analytics, and e-commerce. Executed campaigns involving paid ads, social media, email marketing, and web optimization for local businesses.