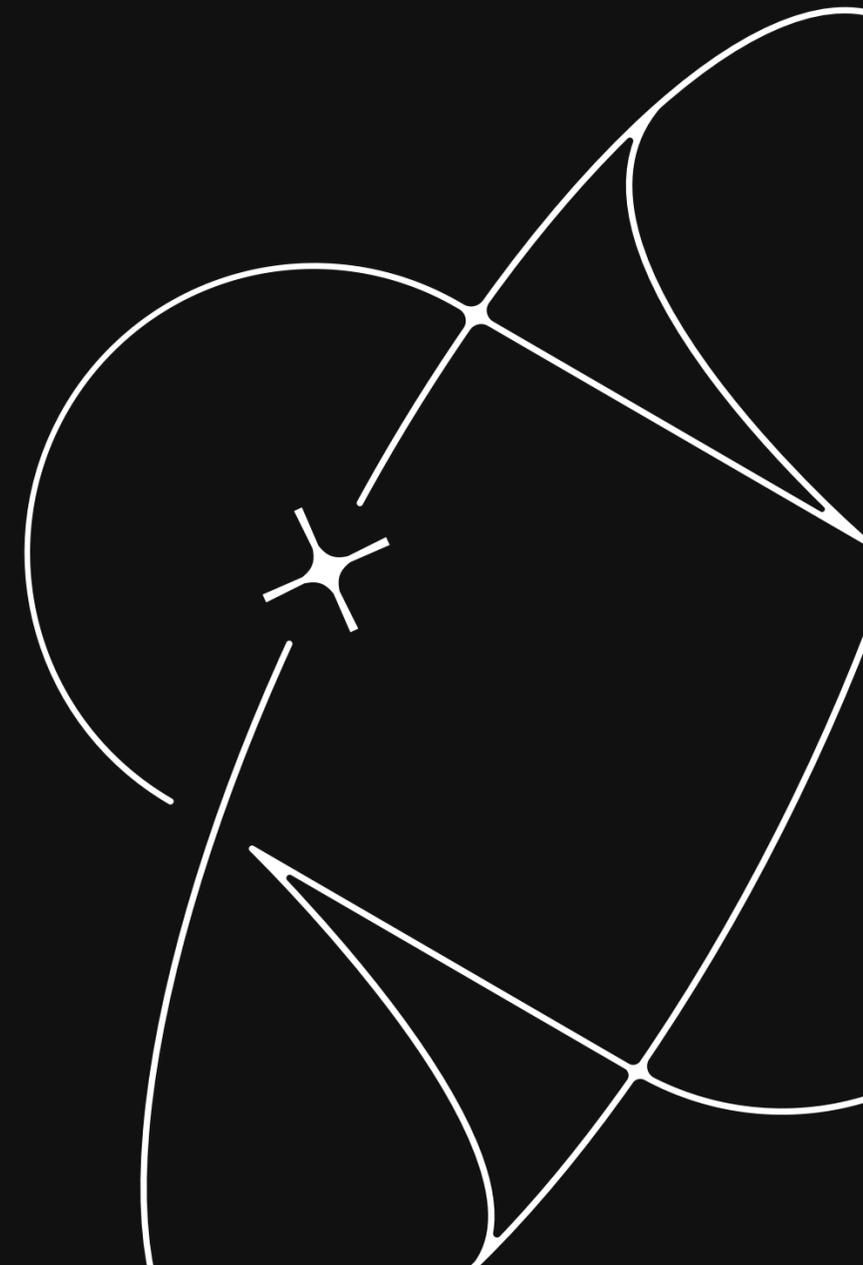


Creative Portfolio

Michael Carlucci



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Introduction ✨

I apply my expertise in re-branding, social media management, web design, and marketing to develop cohesive brand strategies for both creative and corporate sectors. Every project is guided by a strategic approach, ensuring alignment with business objectives while strengthening digital presence and audience engagement.

With a focus on expanding across industries, I prioritize delivering data-driven, innovative solutions tailored to diverse markets. My commitment to continuous learning and strategic collaboration ensures impactful brand experiences that drive long-term value and market differentiation.



About Me ↗

With 10 years of web design experience across Wix Studio, Squarespace, Shopify, & WordPress, I specialize in creating high-performing, user-focused websites. My graphic design skills, developed since working in KPMG's marketing department in 2018, have led me to oversee major rebrands for multimillion-dollar businesses like Centro Paint, Favaro Brothers, & Benjamin Moore.

Building and managing my own sound engineering and animation companies has expanded my expertise in branding, social media, marketing, and web design. This hands-on experience has strengthened my ability to blend creative storytelling with strategic, market-driven solutions.



Education

I studied graphic design and web development during my undergrad at the RTA School of Media, but much of my expertise has been self-taught. Hands-on experience and continuous learning have shaped my skills.



2013 - 2017

RTA School of Media

During my undergrad at the RTA School of Media at Ryerson University, I was exposed to a wide range of subjects, including graphic design, marketing, web development, audio engineering, and cinematography. This diverse foundation helped shape my approach to creative work and solidified my passion for blending different mediums to tell compelling stories.



2022

Osgoode Law

I completed the Entertainment Law Certificate through Osgoode Law to sharpen my technical knowledge of the entertainment industry. This program helped me gain a deeper understanding of how the industry operates from both a creative and legal perspective, enhancing my ability to navigate its complexities.



2025

Seneca College

I completed Seneca's Budgeting for Animation Micro-credential to gain a deeper understanding of the design and animation process, as well as how to properly budget for animation projects. This experience has equipped me with the knowledge to efficiently plan and manage resources, ensuring projects are executed within budget while maintaining quality.

Personal Skills



- ✦ Graphic Design
- ✦ Videography / Storytelling
- ✦ Adobe Creative Suite
- ✦ Capcut & Premier Pro
- ✦ Web Design
- ✦ Digital Marketing
- ✦ Microsoft Office
- ✦ Canva

Work Experience



From creating visually compelling brand identities to developing user-friendly websites and managing digital marketing campaigns, I have honed my ability to craft cohesive strategies that resonate with audiences and drive engagement across various platforms.



KPMG Toronto → 2018

Marketing Intern

As a marketing intern at KPMG, I helped create graphics, presentations, and campaigns with the internal marketing and offshore teams. This role allowed me to develop my design skills while contributing to strategic initiatives for KPMG Toronto.



Provan Industries → 2018 – Present

Head of Marketing & Digital Media

At Provan Industries, I focused on marketing, social media management, video creation, and web design. I developed engaging content across platforms, managed online presence, and created videos to enhance brand visibility while improving the company's digital footprint.



Centro Paint → 2023 – Present

Head of Marketing & Digital Media

At Centro Paint, I increased social media followers by 183% in less than two years through targeted strategies. Additionally, my efforts led to a significant boost in web traffic and improved Google search rankings, enhancing the company's online presence and visibility.



Creative Portfolio

Project Portfolio

See More →

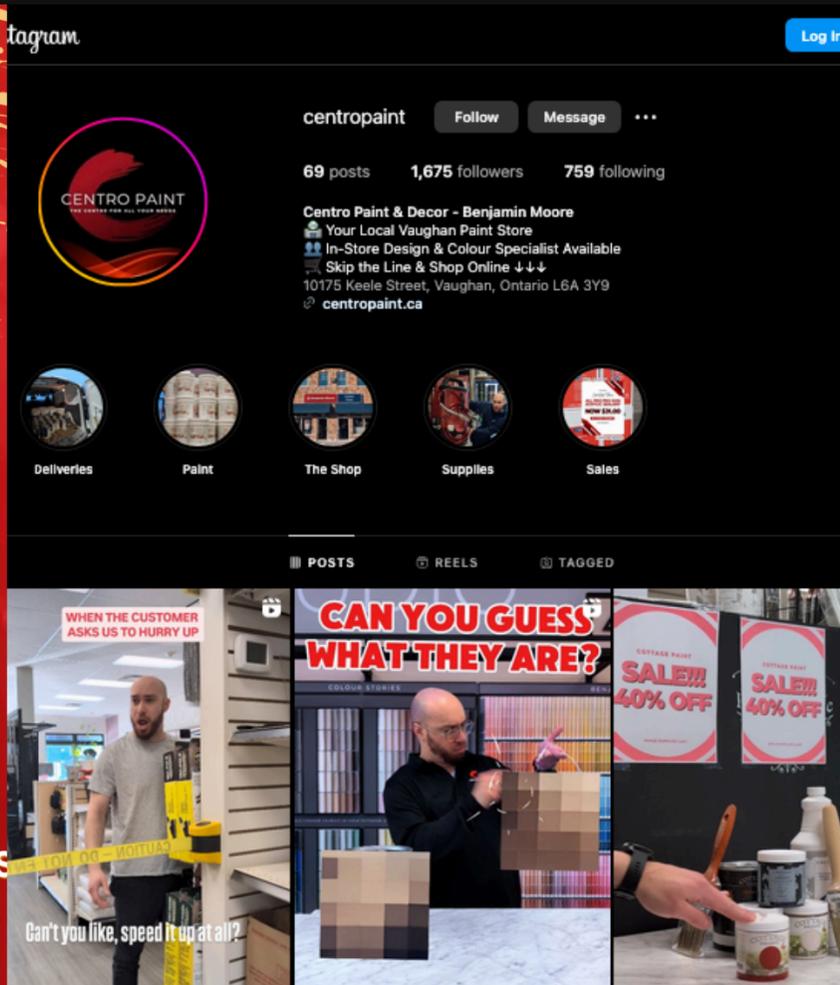
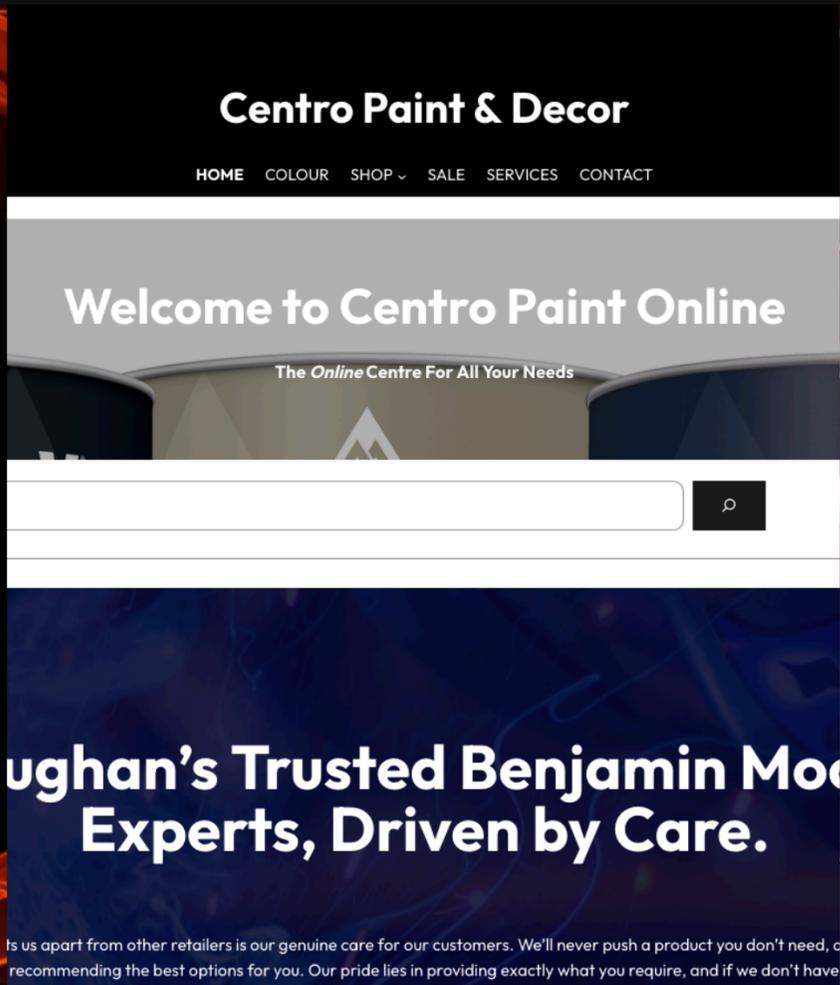
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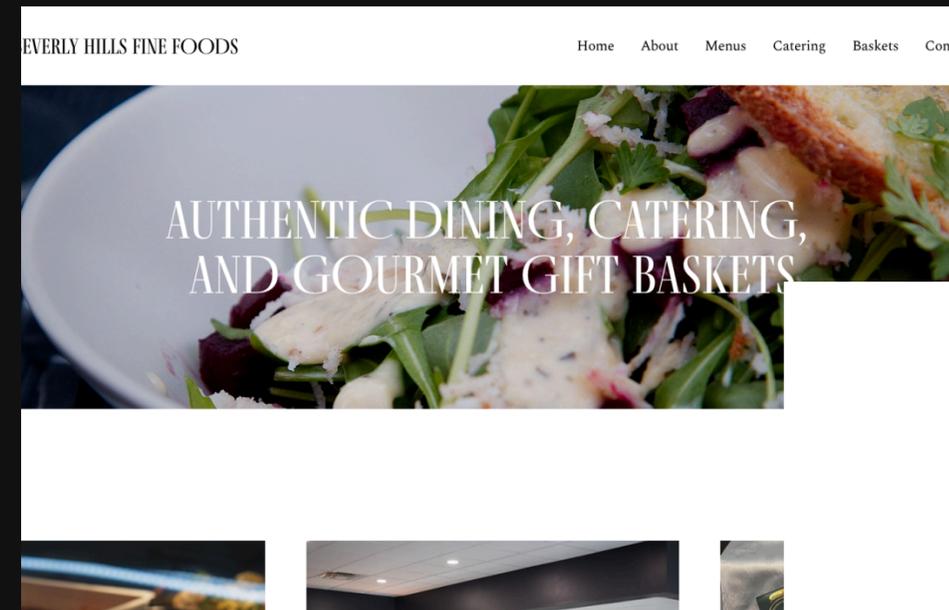
Project 01

Client : Centro Paint & Decor

At Centro Paint, I led graphic design, web design, and digital marketing campaigns that enhanced brand identity and customer engagement. By refining the website and creating targeted campaigns, I significantly improved online visibility and user interaction.



Project 02



Client : Beverly Hills Fine Foods

I led the rebrand for Beverly Hills Fine Foods, overseeing web design, logo creation, menu design, photography, and photo editing. This revitalized their visual identity and improved the customer experience with a cohesive, modern look.

Project 03

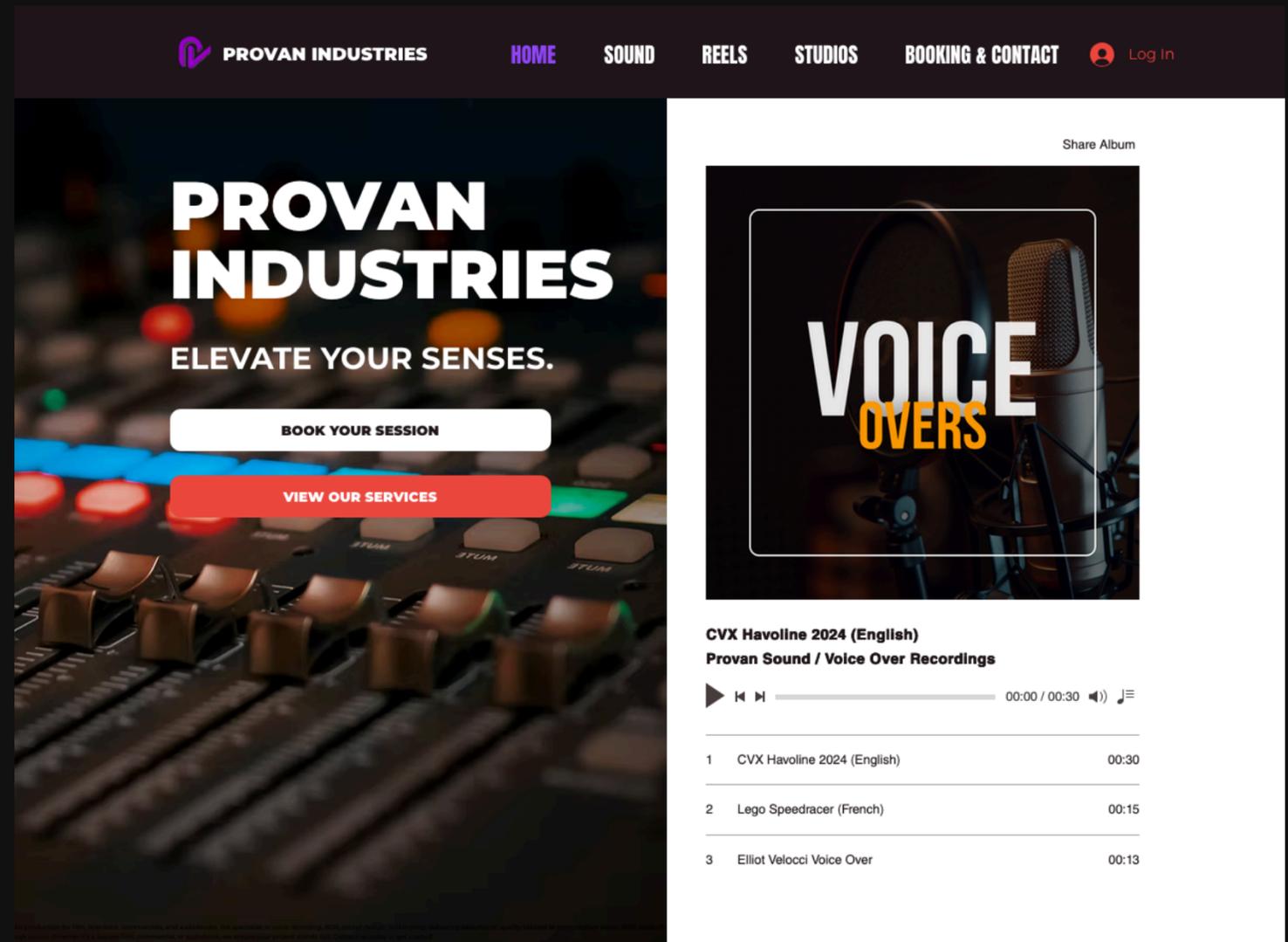
Client : Abel Pictures

I was responsible for creating the brand identity, graphics, and website for Abel Pictures, ensuring the design reflected the film company's vision and effectively communicated its creative goals to the audience.



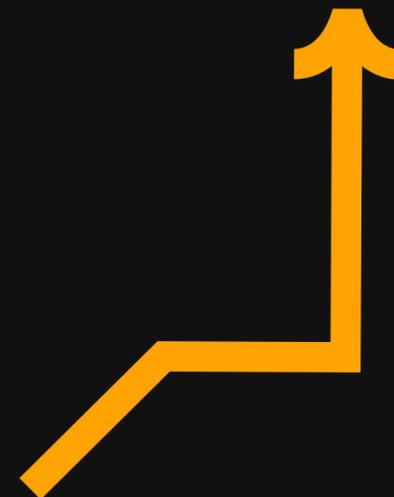


Project 04



Client : Provan Industries

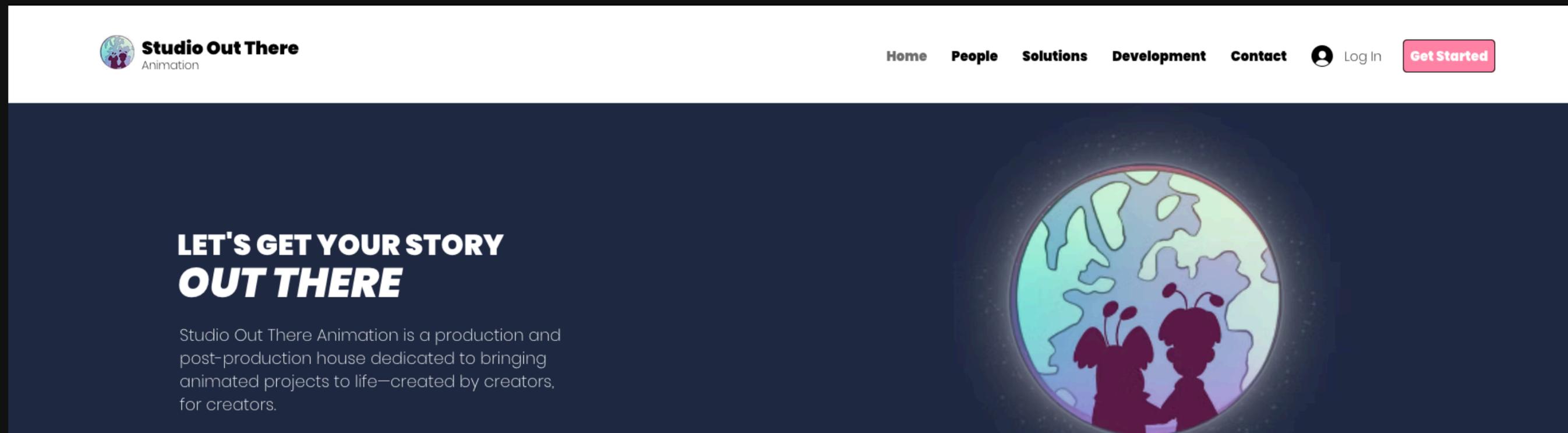
I developed the brand identity, graphics, and website for Provan Industries, ensuring the design captured the essence of the company's mission and effectively conveyed its values and services to its audience.



Project 05

Client : Studio Out There Animation

I crafted the brand identity, graphics, and website for Studio Out There Animation, ensuring the design not only captured the company's creative vision but also effectively showcased its distinctive services and artistic approach.





Thank You



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