

Mariesha Marshall

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Orlando, FL, USA

Dedicated to creating accessible web experiences for students, faculty, and staff. Focused on inclusivity at every step, seamlessly integrating accessibility standards to ensure everyone can fully engage with and benefit from digital resources and interactions.

Core Skills

HTML, CSS, Section 508, ADA, Outlook, Word, Excel, PowerPoint, Canvas, Microsoft Teams, Zoom, Organizational, Analytical, Problem-Solving, Critical Thinker, Strong Presentation, Strong Communication, Collaborative, Professional

Education

University of Central Florida

May 2023

Bachelor of Arts

Digital Media, Specialization in Web Design & Social Platforms

Work Experience

Online Course Accessibility Assistant

Nov 2023 - Present

Seminole State College | Orlando, FL

- Conduct 2+ engaging and interactive workshops on accessibility best practices for faculty and staff, significantly enhancing institutional capacity in creating inclusive learning environments and ensuring compliance with accessibility standards.
- Generate over 10 accessibility course evaluations and remediations for instructors to identify barriers, such as insufficient alt text for images, lack of heading structure in documents, inadequate color contrast, or inaccessible navigation elements.
- Provide consultation and guidance to 10+ instructors on accessibility design principles, document remediation, and assistive technology tools to ensure accessibility is considered throughout the development lifecycle of their online courses.
- Leverage accessibility tools and technologies, such as YuJa Panorama, to identify and resolve accessibility issues, ensuring a more inclusive learning experience for over 1,000 students.

Content and Asset Intern

May 2023 - Aug 2023

Marriott Vacations Worldwide | Orlando, FL

- Contributed to the efficient management of Marriott's asset management system by conducting audits for over 10,000 digital assets, integrating keywords into SEO, retiring outdated images, and uploading new assets, ensuring streamlined access and retrieval of relevant content for various teams.
- Performed a social media competitor analysis of 5 companies, evaluating engagement strategies, content performance, audience demographics, and posting frequencies. Analyzed metrics like likes, shares, comments, and reach to benchmark performance and identify successful tactics and improvement areas.
- Collaborated in 10+ meetings related to content creation and management, content strategy, gaining valuable insights into the strategic aspects of content development, and contributing ideas to brainstorming sessions.

Career Peer Advisor

Aug 2022 - Apr 2023

University of Central Florida | Orlando, FL

- Offered expert guidance to 100+ students by providing resume critiques, cover letter reviews, and LinkedIn profile optimization, resulting in improved job search strategies and increased chances of securing desired employment.
- Delivered 50+ comprehensive career-related services and resources to students, including workshops, seminars, and one-on-one advising sessions, enabling them to develop essential skills, gain industry insights, and make informed decisions regarding their career paths.