

Parker Marano

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Parker Marano is a Web Designer/Developer and Social Media Manager with three years of experience.

SKILLS

HTML5, CSS, Adobe Suite (Photoshop, Premiere Pro, Illustrator, XD), Wordpress, Drupal, Microsoft Office (Word, Powerpoint, Excel), Canva, Hootsuite, Javascript

WORK EXPERIENCE

Web Editor and Social Media Management, Eco Chic Consignments

Hybrid / Phoenix, AZ

June 2021 - Present

- Collaborated with photographers and supervisors in composing engaging social media content daily, increasing follower count to over 11k on Instagram
- Exceeded monthly online sale estimations by putting up large quantities of product on the website in a timely manner multiple times
- Praised for quickness and attention to detail in adding product and graphics to all three store websites in a timely manner
- Edited and compiled information sent through email to be posted on social media and website, paying close attention to spelling, grammar, and consistency in product descriptions

Office and Communications Assistant, ASU Humanities Lab

Remote / Tempe, AZ

November 2020 - May 2021

- Spearheaded remaking 20+ web pages from one website service to another, which aided in the website's transition from Wordpress to Drupal with a focus on a new accessible web theme
- Designed and developed user-friendly web pages for a more expansive experience on website
- Compiled and created footage, graphics, and music for lab faculty trailers, which resulted in a boost of student enrollments for the Humanities Lab's courses
- Visualized social media campaigns to run across Instagram and Twitter to promote classes

EDUCATION

Arizona State University, Tempe

- **B.A. Media, Arts and Sciences | Graphic Information Technology | Web Design, 2021**
- Awards and Honors: New American University Scholarship, Dean's List, 3.98 GPA