

SERENA SCALZI

Las Vegas Metropolitan Area · 702.755.2536
serenascalzi@alumni.iu.edu · serenascalzi.com

EDUCATION

MEd, Educational Technology
University of Nevada, Las Vegas

May 2022
Las Vegas, Nevada

BS, Marketing and International Business
Kelley School of Business, Indiana University

May 2003
Bloomington, Indiana

EXPERIENCE

Instructional Designer, Office of Online Education
University of Nevada, Las Vegas

January 2020 – Present
Las Vegas, Nevada

- Collaborate with a team of instructional designers, artists, and technologists to build online courses.
- Create and curate resources to promote faculty and student success in online teaching and learning.
- Worked as a Graduate Assistant within the department throughout my graduate program.

Senior Web Content Specialist
Credit One Bank

March 2013 – February 2020
Las Vegas, Nevada

- Oversaw digital and print marketing campaigns and vendors to maintain timelines and budgets.
- Developed web content, email creatives, and direct mail kits to increase customer engagement.
- Promoted four times within the Marketing department and awarded Employee of the Month.

Senior Graphics Technician
Global Experience Specialists

August 2011 – March 2013
Las Vegas, Nevada

- Led a team of graphics technicians, wrote procedures, and trained new hires to ensure consistent service.
- Produced spec sheets, templates, and signage for live events to enhance client branding.
- Promoted within the Graphics department and completed a project management internship.

WordPress Specialist
Nevada Corporate Planners, Inc.

August 2010 – August 2011
Las Vegas, Nevada

- Managed digital content, campaigns, and analytics to increase customer base and revenue.
- Designed and maintained company websites and marketing materials to build brand awareness.
- Created multimedia tutorials to educate clients in web design and content management.

Digital Designer
Contract

May 2007 – August 2011
Las Vegas, Nevada

- Built online modules for the Office of Distance Education at the University of Nevada, Las Vegas.
- Developed websites and collateral for local small businesses and not-for-profit organizations.
- Awarded Outstanding Chapter Website Award by the Construction Specifications Institute.

CERTIFICATIONS AND SKILLS

Online Teaching and Training
University of Nevada, Las Vegas

December 2021
Las Vegas, Nevada

- Articulate 360, Canvas, Moodle, WordPress

Full Stack Engineering
PunchCode

September 2018
Las Vegas, Nevada

- CSS, HTML, JavaScript, PHP, SQL

Computer Graphics Design
Otis College of Art and Design

May 2007
Los Angeles, California

- Adobe Express, Illustrator, InDesign, Photoshop