

SERENA SCALZI

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EDUCATION

M.Ed. in Educational Technology
University of Nevada-Las Vegas

Estimated May 2022
Las Vegas, Nevada

Certificate in Full Stack Engineering
PunchCode

September 2018
Las Vegas, Nevada

Certificate in Computer Graphics Design
Otis College of Art and Design

May 2007
Los Angeles, California

B.S. in Marketing and International Business
Indiana University Bloomington

May 2003
Bloomington, Indiana

RELEVANT PROFESSIONAL EXPERIENCE

Graduate Assistant
University of Nevada-Las Vegas

January 2020 to Present
Las Vegas, Nevada

- Build online courses in Canvas for the Office of Online Education.
- Develop assessments for in-person and online classes.
- Create content and assemble resources to promote student success.

OTHER PROFESSIONAL EXPERIENCE

Marketing Manager
Credit One Bank

March 2013 to February 2020
Las Vegas, Nevada

- Managed content, email, social media, SMS, and direct mail projects and vendors.
- Built web content with Adobe Experience Manager and email creatives with Cheetah Digital.
- Established marketing procedures and trained team members in their implementation.

Senior Graphics Technician
Global Experience Specialists

August 2011 to March 2013
Las Vegas, Nevada

- Created spec sheets, templates, and signage for print production with Adobe Creative Suite.
- Developed standard operating procedures and trained new hires.
- Served as a team leader and completed a project management internship.

Web Developer
Nevada Corporate Planners, Inc.

August 2010 to August 2011
Las Vegas, Nevada

- Built and optimized company websites and managed digital content.
- Created videos and guides to train customers in using WordPress.
- Tracked website analytics and managed online advertising with Google Analytics and AdWords.

Web Developer & Graphic Designer
Contract

May 2007 to August 2011
Las Vegas, Nevada

- Built online modules for UNLV's Office of Distance Education.
- Developed websites and designed marketing materials for CSI's Las Vegas chapter and its members.
- Created and delivered presentations on design best practices.

SKILLS

HTML, CSS, JavaScript, PHP, SQL, Python, Canvas, WordPress, Adobe Experience Manager, Adobe Creative Suite, G Suite, Microsoft Office