

# SERENA SCALZI

## GRADUATE ASSISTANT

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## SUMMARY

Currently pursuing a Master of Education in Educational Technology while working as a Graduate Assistant in the Office of Online Education at University of Nevada-Las Vegas.

## EMPLOYMENT

University of Nevada-Las Vegas Las Vegas, Nevada  
**Graduate Assistant** January 2020 - Present

- Work with Office of Online Education's Instructional Design team to develop online courses using Canvas.
- Assemble and assess course content provided by faculty and staff.

Credit One Bank Las Vegas, Nevada  
**Marketing Manager** March 2013 - February 2020

- Managed direct mail, email, social media, and SMS campaigns and vendors.
- Developed digital content using Adobe Experience Manager.
- Titles included Senior Web Content Specialist, Digital Marketing Manager, Marketing Communications Manager, Print Production Manager, and Data Production Supervisor.

Global Experience Specialists Las Vegas, Nevada  
**Senior Graphics Technician** August 2011 - March 2013

- Created spec sheets, templates, and signage for print production using Adobe Creative Suite.
- Developed standard operating procedures and trained new team members as a team leader.

Nevada Corporate Planners, Inc. Las Vegas, Nevada  
**Webmaster** August 2010 - August 2011

- Built and optimized company websites using WordPress.
- Tracked website analytics and managed online advertising using Google Analytics and AdWords.

Contract Las Vegas, Nevada  
**Graphic & Web Designer** May 2007 - August 2011

- Provided art direction, content creation, and project management services to organizations.
- Clients included CSI's Las Vegas chapter (regional website) and UNLV's Office of Distance Education (DoDEA project).

Indiana University Bloomington Bloomington, Indiana  
**Business Development Assistant** June 2003 - May 2005

- Maintained Executive Education department's website and mailing list database.
- Created marketing and public relations materials and coordinated advertising campaigns.

## EDUCATION

Indiana University - Kelley School of Business August 1999 - May 2003  
Bachelor of Science in Marketing and International Business

Otis College of Art and Design January 2006 - May 2007  
Certificate in Computer Graphics Design

PunchCode June 2018 - September 2018  
Certificate in Full Stack Engineering

## CERTIFICATIONS

Content Strategy Specialization · Northwestern University December 2019

Web Applications Specialization · University of Michigan May 2019

Python Specialization · University of Michigan April 2019

JavaScript Programming · Microsoft October 2018

Social Media Marketing Specialization · Northwestern University August 2017

WordPress - CMS · College of Southern Nevada February 2016

## SKILLS

HTML, CSS, JavaScript, PHP, SQL, Python, WordPress, Adobe Experience Manager, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canvas