SERENA SCALZI

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EDUCATION

MEd, Educational Technology — Estimated May 2022
University of Nevada, Las Vegas — Las Vegas, Nevada

Certificate, Online Teaching and Training — Estimated December 2021
University of Nevada, Las Vegas — Las Vegas, Nevada

Certificate, Computer Graphics Design — May 2007
Otis College of Art and Design — Los Angeles, California

BS, Marketing and International Business — May 2003
Indiana University Bloomington — Bloomington, Indiana

RELEVANT PROFESSIONAL EXPERIENCE

Graduate Assistant — January 2020 – Present
University of Nevada, Las Vegas — 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 — March 2013 – February 2020
Credit One Bank — 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 — August 2011 – March 2013
Global Experience Specialists — 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.

WordPress Specialist — August 2010 – August 2011
Nevada Corporate Planners, Inc. — 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 — May 2007 – August 2011
Contract — Las Vegas, Nevada
- Built online modules for UNLV's Office of Distance Education.
- Designed websites and marketing materials for CSI's Las Vegas chapter and its members.
- Created and delivered presentations on design best practices.

SKILLS

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