

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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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.	
Webmaster Nevada Corporate Planners, Inc.	August 2010 to August 2011 Las Vegas, Nevada
<ul style="list-style-type: none">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.	
Graphic & Web Designer Contract	May 2007 to August 2011 Las Vegas, Nevada
<ul style="list-style-type: none">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

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