# SERENA SCALZI

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## EDUCATION

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

**BS, Marketing and International Business** — May 2003
Kelley School of Business, Indiana University — Bloomington, Indiana

## EXPERIENCE

**Graduate Assistant, Office of Online Education** — January 2020 – Present
University of Nevada, Las Vegas — Las Vegas, Nevada
- Direct a team of graduate assistants to support the development of the Online General Education Academy.
- Collaborate with a team of instructional designers to build online courses.
- Create resources to promote faculty and student success in online teaching and learning.

**Senior Web Content Specialist** — March 2013 – February 2020
Credit One Bank — 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** — August 2011 – March 2013
Global Experience Specialists — 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** — August 2010 – August 2011
Nevada Corporate Planners, Inc. — 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.

**Graphic Web Designer** — May 2007 – August 2011
Contract — Las Vegas, Nevada
- Built online modules for the Office of Distance Education at the University of Nevada, Las Vegas.
- Developed websites and promotions 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** — December 2021
University of Nevada, Las Vegas — Las Vegas, Nevada
- Articulate, Canvas, Moodle, WordPress

**Full Stack Engineering** — September 2018
PunchCode — Las Vegas, Nevada
- CSS, HTML, JavaScript, PHP, SQL

**Computer Graphics Design** — May 2007
Otis College of Art and Design — Los Angeles, California
- Adobe Express, Illustrator, InDesign, Photoshop