

Ari DeSano

They/Them

West Hollywood | 347.623.0624 | ari.desano@gmail.com | linkedin.com/in/aridesano/

Highly skilled marketing professional with extensive experience in digital marketing and project management. Strong problem-solving, communication, and relationship-building skills. Passionate about creating effective marketing campaigns and delivering impactful results.

Experience:

Marketing Manager: April 2022 - Present

Los Angeles LGBT Center

- Support marketing efforts for the largest LGBT direct services organization in the world.
- Project managed the \$600k redesign of the Center's main website: lgbtcenter.org.
- Point person for all communication between internal departments and external digital marketing agency from request for proposal until launch.
- Work closely with internal stakeholders from all departments and levels of the organization, including Health Services, to capture design, technical, and business requirements; create content; and obtain approvals.
- Facilitate the communication between IT and Marketing/Communications departments by being able to explain complex technical concepts in a way that is digestible for non-technical staff.
- Collaborate with cross-functional teams across an organization of 800 staff members and approximately 20 departments to create effective marketing campaigns for our direct services, programs, and cultural arts departments.

Platform and Systems Manager: February 2016 - April 2022

Los Angeles LGBT Center

- Provide technical support for marketing team by managing social media, email, blog, and website platforms.
- Implement marketing strategy via posting on social media, designing and building marketing emails, and managing website content.
- Define KPIs and create insightful reports on website, social, earned media, and email metrics to inform marketing strategy.
- Build department websites and blog in WordPress, and manage main website.
- Manage Salesforce CRM.

UX Designer: 2013-2016

Cirak Studios Inc, Los Angeles, CA

- Contractor for user design company catering to large entertainment and media clients.

- Executed user testing sessions and carried out market research to drive informed UX design choices.
- Generated detailed UX documentation and developed wireframes for both web and mobile applications.
- Applied adept problem-solving abilities and specialized knowledge in user experience and interface design.

Web Developer and Designer: 2014-2016

Liberty Hill Foundation, Greater Los Angeles Area

- Led the migration of organization's website to a new platform, improving functionality and user experience.
- Designed digital fliers, banner ads, and emails with Adobe Creative Suite.
- Implemented responsive email newsletters through HTML and CSS coding.
- Provided technical support to team members and supervised interns.

Front End Developer: 2010-2014

Belkin, Playa Vista, CA

- Developed custom landing pages and enhanced product and category pages.
- Implemented usability and accessibility best practices.
- Hand-coded HTML5, CSS3, and jQuery/Javascript for website functionalities.
- Utilized Google Analytics and Google Tag Manager to analyze website performance.
- Integrated social media APIs and customized Twitter and Instagram feeds.