

Ari DeSano

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Career Summary

Digital Marketing Manager | Website Manager | Email Marketing

- Website and Digital Marketing Manager with an extensive skillset and over 10 years' experience managing digital marketing campaigns
- Project Manager for a \$600k [website redesign](#), Content Management System (CMS) platform migration, and improved content and SEO, resulting in a 30% increase in website traffic
- Strong problem-solving and relationship-building skills, and ability to communicate technical content to non-technical audiences

Skills

Website Management	Content Management Systems (CMS): WordPress, Joomla	Email Marketing: Marketing Cloud, MailChimp
Social Media Marketing	Photoshop, Canva	Writing, Editing, Proof Reading
HTML/CSS	UX	Project Management: Basecamp, Workfront, Asana
Google Analytics	SEO	Salesforce

Professional Experience

Marketing Manager (formerly Platform & Systems Manager): 2016-Present

Los Angeles LGBT Center | Los Angeles, CA

- Strategize and execute digital marketing campaigns for the largest LGBT direct services organization in the world
- Managed social media program including paid advertising
- Primary contact for all website and email marketing communication, collaborating with multi-disciplinary teams across an organization of 800 staff members and 20 departments to create effective marketing campaigns for our direct services, programs, and cultural arts departments
- Digital asset creation and editing in Adobe Photoshop and Canva ensuring cohesive brand messaging and visual consistency
- Digital asset management
- Monitored and reported on campaign performance using Google Analytics, Sprout Social, Cision, Meltwater, Audience Insights, and various email marketing platforms, identifying insights and opportunities for optimization to maximize ROI
- Extensive experience working in and managing Content Management Systems (CMS) including WordPress, Joomla, and proprietary systems
- Manage and build email marketing campaigns in platforms such as MailChimp, Marketing Cloud, and proprietary systems, as well as hand-code HTML/CSS

UX Designer, Contract: 2013-2016

Cirak Studios Inc. | Los Angeles, CA

- Served as a contractor for a user design company, catering to large entertainment and media clients
- Conducted user testing sessions and performed market research to inform UX design decisions

- Produced comprehensive UX documentation and created wireframes for websites and mobile apps
- Applied problem-solving skills and expertise in user experience and interface design

Web Developer and Designer: 2014-2016

Liberty Hill Foundation | Los Angeles, CA

- Led the migration of the website to a new platform, improving functionality and user experience
- Managed website on Blackbaud and EveryAction platforms
- Designed digital fliers, banner ads, and emails using 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 International, Inc. | Playa Vista, CA

- Front-End Developer for international consumer electronics e-commerce site
- Developed custom landing pages, product, and category pages
- Implemented usability and accessibility best practices
- Hand-coded HTML5, CSS3, PHP, 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

Education

Nonprofit Technology Enterprise Network Certificate

Issued by Nonprofit Technology Enterprise Network

User Experience Design Program

UCLA Extension

Music Technology, Graduate Program

New York University | New York City, New York

Bachelor of Music, Composition

Cleveland Institute of Music | Cleveland, Ohio