






CONTACT

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SKILLS

- Website & Content Mgt.
- Email & Social Media Mktg.
- Writing & Editing
- Metrics Reporting
- Graphics & Video Production
- SEO
- HTML/CSS
- Project Mgt.
- UX

TECH

- WordPress, EveryAction, Joomla
- MailChimp & Marketing Cloud
- Sprout Social
- Cision & Meltwater
- Photoshop & Canva
- Google Analytics, Ads Grants, & Tag Manager
- Workfront & Asana

EDUCATION

Nonprofit Technology Enterprise Network (NTEN) Certificate

UCLA Extension
UX Design Program

Cleveland Institute of Music
Bachelor of Music, Composition

ARI DESANO

ABOUT ME

Highly skilled marketing professional with extensive experience in website development and maintenance, email marketing, social media management, and digital content creation. Skilled in problem-solving and written communication, with a passion for crafting accessible and seamless user experiences. Strong project management abilities demonstrated in leading website redesign and platform migrations, cross-functional collaborations, and managing third-party vendor relationships. Over ten years experience in non-profit sector.

EXPERIENCE

Self-Employed 2024 - Present

Web Developer | Designer | Marketing Manager

Provide website design, content maintenance, social media management, graphics production, branding, and email marketing support for clients such as LA Pride.

Los Angeles LGBT Center 2016 - 2024

Marketing Manager (formerly Platform & Systems Manager)

Development and execution of digital marketing campaigns supporting the Trans Wellness Center, health and mental health clinics, policy and advocacy, anti-violence programs, legal department, and fundraising. Managed redesign and platform migration of the [organization website](#), optimizing for SEO resulting in a 30% increase in website traffic. Managed all website and email marketing campaigns as well as vendor relationships. Managed social media content and optimized donation campaigns, reporting on analytics to improve ROI.

Liberty Hill Foundation 2014 - 2016

Web Developer and Designer

Managed website, blog, and email marketing initiatives for social justice organization, driving increased audience engagement and donor support. Led website and email marketing migration to EveryAction CMS.

Cirak Studios 2013 - 2016

UX Designer, Contract

Performed user testing and market research. Produced UX documentation and wireframes for websites and mobile apps.

Belkin 2010 - 2014

Front End Web Developer

Developed custom landing pages, enhanced product and category pages, and edited template components. Hand code HTML5, CSS3, jQuery/Javascript.

Full listing at my [portfolio site](#) and [linkedin](#).