**Michael Giarrusso**

**Multimedia Communication Specialist**

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––––– **PROFILE** –––––

Michael is a versatile digital marketing professional with over 20 years of experience in graphic design, website design, video production, and digital advertising. Dedicated to delivering top-tier media impressions across various platforms including web, print, social media, and video presentations. Known for fostering collaboration, possessing exceptional interpersonal skills, and demonstrating meticulous attention to detail. Capable of successfully overseeing intricate design projects from inception to execution, consistently meeting deadlines and budgetary constraints.

––––– **SOFTWARE EXPERTISE** –––––

|  |  |  |  |
| --- | --- | --- | --- |
| Photoshop | Craft | Creatopy  | Adobe AEM |
| Illustrator | Slider Revolution | HTML5 & CSS | Final Cut Pro |
| InDesign | Dreamweaver | WordPress | Apple Motion |
| Premiere | ShopSite | Office 365 | ProTools (audio) |

––––– **PROFESSIONAL EXPERIENCE** –––––

**1.) Harrah’s Resort Southern California (HRSC)** | A Caesars Entertainment, Inc. managed property, and is an integral part of the largest casino entertainment company in the U.S., offering a diverse range of casino entertainment experiences on a global scale.**Digital & Web Marketing Specialist
 (2022 – Present)**

* Collaborates seamlessly with internal teams including, Creative Services, Advertising, Hotel, F&B, and more, to optimize brand visibility across all online platforms
* Works closely with Brand Marketing teams on strategizing, designing, and developing digital campaigns and assets aimed at boosting revenue and enhancing new customer acquisition
* Leads the editing and updating of web pages, adhering to approved brand and editorial standards with keen attention to detail
* Crafts visually captivating graphics, banners, landing pages, layouts, and templates with a primary focus on enriching user experience and driving engagement
* Partners with internal marketing teams to implement online media strategies, including banner ads and voting campaigns, aimed at retaining current customers and acquiring new guests
* Works with content contributors from, events, entertainment, F&B, etc., to produce digital and web experiences optimized for each platform, aligning with Harrah’s brand, and supporting the company’s various marketing goals
* In charge of communication and management efforts with third-party vendors to maintain optimal page speed, site performance, and security, coordinate website and digital ad translations into Spanish and Chinese, and stabilize the framework of customer-facing interactive kiosks along with overseeing additional tasks as required

**2.) M.GIARRUSSO** | A premium Marketing Consortium catering to various sectors such as medical device manufacturing, automotive parts manufacturing, commercial and residential construction, cleaning product manufacturing, real estate, and beyond.

**Freelance Web Designer/Webmaster/Graphic Designer
(2012 – 2022)**

* Proprietor and Project Manager
* Work collaboratively with client Sales and Marketing teams to develop unified designs and digital products that embody corporate culture and champion company values
* Lead media production teams across various projects, encompassing websites (e-commerce, informational, dynamic, and static), print advertisements, video and animation content, trade show booth displays, catalogs, brochures, banner ads, newsletters, logos, and POP displays
* Oversee web hosting initial set-up, management of zone files, permissions, and records (MX, A, etc.)
* Responsible for domain name registrations, DNS configurations, email accounts, and software installations
* Audio creator, producer, and engineer for all forms of applications

**3.) Holland Communications, Inc. (HCI)** | A dynamic Marketing & PR Firm specializing in Automotive Aftermarket Products, offering tailored full-service solutions to meet the unique needs of the industry.

**Web Designer/Webmaster/Assistant Art Director
(2001 – 2018)**

* Responsible for managing the full lifecycle of 40+ web design projects
* Conceptualized and designed branding strategies based on client vision
* Created visual mock-ups to clarify objectives and functionality, resulting in maximum efficiency during production and accurate cost projections
* Strategically crafted landing pages and developed navigation menus by categorizing and prioritizing content; resulting in a user-friendly interface and an enhanced online user experience
* Designed pixel-perfect website elements including images, icons, buttons, menus, banners, illustrations, infographics, audio snippets, and videos that lead to extended site visitor engagement
* Designed and published animated banner ads via Flash, Fireworks, Photoshop, HTML5, and the Google Web Designer application
* Managed website reseller hosting accounts, client cPanel set-ups, and related configurations that provided user-friendly interfaces, and overall ease of management for end-users
* Performed continuous website updates including content, graphics, security, plugins, and platforms to ensure accurate data, image continuity, and the highest site performance possible
* Responsible for email accounts, zone files, DNR(s), and DNS configurations across the company’s and client-hosted sites
* Developed a wide variety of internet products including interactive forms, email campaigns, newsletters, blogs, social media, sales presentations, and proposals
* Continuously researched new technical innovations to improve website performance, presentation, functionality, and sales
* Determined host server functionality needs and communicated tasks to the back-end team to streamline operations
* Consistently met website objectives within time and budget requirements

**HCI – Video Editor
(2003 – 2018)**

* Diligently maintained and produced video content within corporate branding guidelines, as defined by their PR and marketing teams
* Captured quality video and photographs via in-house studio sets and equipment to ensure a standard of excellence
* Developed video brand messaging strategies and themes used to create continuity and strengthen clients’ brand identities
* Managed technical aspects of video editing and publishing to ensure optimum playback across all platforms
* Edited 100+ short and long format videos and published on multiple platforms
* Re-edited videos, cut-down to comply with video-length restrictions in multiple forums
* Color-corrected and retouched video footage for visual commonality and consistency throughout presentations
* Maintained backup files and video archives for in-house staff to easily procure and reference for other projects
* Exported videos in various file formats and aspect ratios to comply with rigid screen dimensions

**HCI – Graphic Designer
 (2001 – 2018)**

* Produced upward of 2,000 graphic design images from concept to completion
* Conceptualized full-scale branding or re-branding of media impressions by analyzing existing client images, reviewing direct competition, and capturing cultural landscapes
* Recognized for creating inspiring graphic impressions using brand-reinforcing typography, colors, and layouts with meticulousness and a sharp eye for alignment
* Designed multiple advertisements and graphics for promotional posters, logos, DVD packaging, frozen food inserts, CD covers and inserts, flyers, postcards, business cards, and stationery
* Demonstrated speed and accuracy in preparing layouts for film development, publication, and commercial reproduction at all levels
* Responsible for formatting, processing, compositing, color conversions, color separations, photo retouching, image corrections, and programming automation
* Successfully coordinated with third-party agencies, vendors, and printers to achieve the highest-quality image reproduction
* Bolstered business-to-business relationships that streamlined processes

––––– **AWARDS** –––––

**Harrah’s ‘Standing Ovation’ Award**Michael was honored with Harrah’s prestigious ‘Standing Ovation’ Award in the category of 'Blaze the Trail.' This esteemed accolade, which recognizes a small percentage of employees quarterly among Harrah’s 1,000+ workforce, celebrates exceptional dedication and innovation in their roles. Nominated by his supervisor, Jace Gardenier, Michael secured solidifying votes from the General Manager, VP of Marketing, Marketing Director, and Brand Manager.

**Harrah’s ‘HOOT’ Award – Four-Time Winner**So far during his tenure, Michael has been honored with Harrah's coveted 'HOOT' award four times. Named after one of Harrah's treasured spirit animals, the owl, this ‘HOOT’ award recognizes excellence among the twelve professionals in the marketing department exclusively. It honors individuals who consistently go above and beyond in their roles, proving that they give a hoot. Each month, only one winner is chosen by a unanimous supervisor vote.

––––– **PROFESSIONAL MEMBERSHIPS/ORGANIZATIONS** –––––

**Webprofessionals.org AKA World Organization of Webmasters (WOW)** is a non-profit professional association dedicated to the support of individuals and organizations that create, manage, or market websites.

**International Web Association (IWA)** is the industry’s recognized leader in providing education and certification in Web Professionals, and the creator of the first web guidelines for ethical and professional standards.

––––– **EOD** –––––