

Michael Brescia

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Creative digital web development professional, specializing in human-computer interaction interested in building user-friendly experiences that move the bottom line

PROFESSIONAL EXPERIENCE

Pearson, Inc. | Boston, MA

Digital Content Operations Specialist

April 2022 - November 2023

- Updated and created pages on the main Pearson.com website using internal CMS platforms
- Migrated existing Pearson websites to the same CMS platforms used for Pearson.com
- Worked with technology and experience teams to improve and maintain the tools used to update the website
- Supported other website authoring teams using the same platform through documentation and training
- Resolved any site-related requests from stakeholders in a timely manner

Richline Digital | Boston, MA

Digital Web Development Specialist

October 2020 - March 2022

Content Management Associate

June 2018 - October 2020

- Coded in HTML/CSS and deployed enhancements to digital properties across multiple B2B & B2C site channels
- Executed marketing promotions across four B2C site channels, including set up of promotion parameters, ongoing troubleshooting, and collaboration with engineering
- Responsible for understanding the workings of our custom CMS to serve as the liaison between Engineering, Marketing, and Creative teams
- Vetted creative and marketing requirements against current capabilities of proprietary software and worked with engineering to find solutions, as needed
- Worked closely with UX, Creative, and Marketing teams on larger and more complex projects and communicated project status, details, and platform limitations to stakeholders
- Facilitated and executed A/B testing on various site assets
- Worked with Marketing department to create promotional material and monitor time-sensitive collateral
- Created workflows with other departments to improve QA of content work
- Performed final quality assurance for marketing and creative initiatives to ensure a positive customer experience

eGenerationMarketing | Boston, MA

Client Services Manager/Designer

July 2012 - June 2018

- Managed over 100 accounts and day-to-day client interactions and quickly resolved any client-related issues in timely and effective manner
- Created and designed marketing materials and worked on a variety of graphic and web design-related projects, including direct mailings, brochures, and conference display banners
- Designed various landing pages and email creative to drive online traffic to company websites, resulting in millions of dollars in revenue

EDUCATION

University of Maryland | M.S. Human-Computer Interaction | College Park, MD | May 2018

University of Massachusetts | B.S. | Amherst, MA | May 2011

PORTFOLIO

www.michael-brescia.com

SKILLS

Adobe Creative Cloud | Adobe Experience Manager | MS Office Suite | Wordpress | Sketch | HTML | CSS