



VINCENT RENNIE

WEB MANAGER | FRONT-END DEVELOPER

Experienced web and digital strategist with 10+ years leading web development, UX design, and content strategy. Proven ability to translate complex stakeholder needs into intuitive digital experiences. Adept at managing multi-phase web projects, implementing CMS governance, and aligning digital experiences with institutional goals. Proficient in WordPress, known for collaborative leadership and technical versatility.

KEY ACCOMPLISHMENTS

- Implemented Nevada State University's first website governance model
- Project lead for Nevada State University's website redesign to coincide with institutional name change in 2023, instrumental in Wynn Las Vegas website redesign in 2019
- Member of Nevada State University's Strategic Enrollment Taskforce

CORE SKILLS & TOOLS

Web & UX Strategy

WordPress, HTML/CSS/JS, Divi Builder, Elementor, WPBakery, Figma, Accessibility

Performance, SEO & Analytics

Google Analytics (Certified), SEO optimization, Looker Studio, Google My Business

Design & Creative

Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Canva

Collaboration & Workflow Management

Web governance, project queue management, AI workflow integration, vendor coordination

REFERENCE

- Teresa Malm** | 702.498.8460
Director of Direct Marketing
The Smith Center for the Performing Arts
- Rodney Beckwith** | 702.324.1000
Owner
Beckwith Printing

JOB EXPERIENCE

Web Manager

Sept. 2019 – Present

Nevada State University – Henderson, NV

Leads web strategy, UX/UI design, and development for Nevada State's primary website, supporting enrollment, engagement, and reputation. Collaborates with stakeholders to build user-centered content and navigation. Oversees vendor relations and initiates platform enhancements. Manages social media staff. Creates strategic pages for Admissions, Academic Affairs, and special initiatives. Uses analytics to inform decisions and support campaigns.

Brand Marketing & Digital Advertising Specialist

Jan. 2019 – Sept. 2019

Wynn Las Vegas – Las Vegas, NV

Produced digital campaigns and brand content for resort-wide departments. Maintained WynnLasVegas.com content and collaborated across teams. Helped shape positioning and messaging aligned with luxury branding.

Digital Marketing Specialist - Website

May 2016 – Jan. 2019

The Smith Center for the Performing Arts – Las Vegas, NV

Managed WordPress content for 450+ annual events. Developed custom ticketed event templates and landing pages. Created graphics and videos for campaigns. Oversaw ad budgets and tracked performance using UTM and Google Analytics.

Marketing & Communications Assistant

Dec. 2014 – May 2016

Independent Photo Imagers – Henderson, NV

Led digital campaigns for 60+ small businesses. Directed a full website redesign focused on usability. Supported clients with branding and creative strategy.

Freelance Web Designer

2008 – Present (Part-Time)

Self-Employed – Las Vegas, NV

Designs WordPress websites for small businesses and nonprofits. Builds responsive, SEO-friendly layouts with clean UX. Provides consulting on content, branding, and maintenance strategy.

EDUCATION

Associate of Arts in Special Education

College of Southern Nevada | 2011 - 2014

AWARDS

2018 Pinnacle Award for Facebook Engagement

The Smith Center for the Performing Arts, Hamilton On-Sale