MORGAN**M**ACENKA

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TECHNICAL SKILLS

Adobe Creative Cloud
Illustrator, Photoshop, Express

Coding Languages
HTML, CSS, Bootstrap, SQL, Email Development, RegEx, JavaScript, jQuery, JSON, PHP

Technical Web Admin
DNS Configuration, Web Hosting Setup & Migration, FTP/SFTP Management, SSL Certificates, Domain-based Email Setup

QA Testing
Unit, Integration, Acceptance, Functional, End-to-end, Usability, Regression, Compatibility, Smoke

User-Centered Design
Information Architecture, User Studies, Wireframes, Visual & Interaction Design, Color Theory for web and print

Compliancy
GDPR, Data Security, Implicit and Explicit Email Opt-in

Software & Web App
Teamwork, Sublime Text, Procreate, Canva, Etsy, Printify, Social Media Integration, Visual Studio, O365, Google Drive

Documentation
Technical Writing, SEO & Keywords, Metadata Tagging, CMS, SharePoint Communication Sites, Version Control, Mega Navigation Menus, Markdown, User Hierarchy

OPUS AGENCY
Senior Event Technology Project Manager 7/25 – Present

Project managed registration tools related to session scanning and lead retrieval for a large-scale, in-person event. Collaborated with clients, stakeholders, and vendors to ensure planning schedules were met, client needs were anticipated, and attendees had a seamless event experience.

STOVA *formerly eventcore*
Solution Specialist 7/23 - 6/25 / Senior Web Producer 8/14 - 1/22

Collaborated with cross-functional teams to implement technical components of registration websites and configure integrations across event management platforms to support the successful execution of large-scale events worldwide.

- Acted as a liaison between developers, project managers, and non-technical clients to translate complex technical concepts, ensuring client requests aligned with both business needs and technical feasibility
- Consistently met deadlines across concurrent, fast-paced timelines
- Built dynamic HTML emails using conditional logic to display personalized, language-specific content based on recipient criteria
- Coordinated budgeting, performance tracking, and delivery of multiple daily email blasts—ranging from multilingual messages for a 36-city roadshow to blasts reaching over 500,000 recipients for tier-1 events
- Created dynamic badge layouts using Photoshop and Illustrator
- Configured custom data integrations using SQL and RegEx
- Performed end-to-end testing to ensure seamless API integrations
- Used SQL to generate custom reports that enabled the event logistics team to make real-time decisions and quickly adapt to changing circumstances
- Configured registration website content using HTML, CSS, and Bootstrap
- Partnered with Sales as a subject matter expert to scope and estimate custom functionality based on time and resource requirements
- Created and implemented standardized project task lists and SOPs
- Designed tech specs to ensure consistency in deliverables

Farm Team

- Developed a comprehensive onboarding program that reduced new hire training time from one year to just one month
- Conducted documentation audits to evaluate existing content, assess accuracy, and identify gaps

- Identified barriers to company-wide adoption of a wiki-style documentation site, extracted key problem statements, and implemented technical and process-based solutions to drive engagement
- Led the coordination of technical documentation needs through thoughtful information architecture and a complete revamp of the internal wiki, applying UX design principles to enhance usability
- Authored technical documentation to standardize processes

STOVA *formerly Aventri*
Onsite Event Lead 1/22 – 7/23

Coordinated with project managers and led teams of event support specialists to execute onsite operations, including registration, badge printing, session scanning, and lead retrieval.

- Served as the primary point of contact for clients and third-party vendors
- Managed scheduling and logistics for internal onsite event staff
- Assisted in testing and coordinating software and hardware implementations
- Established and documented repeatable processes for AWS events, including imaging laptops as kiosks and setting up registration areas to ensure consistent execution
- Developed and implemented QA checklists and test cases for onsite setup and dynamic badge printing to validate expected functionality and identify edge case failures
- Conducted a documentation audit and proposed an onsite wiki to address pain points and improve access to operational knowledge
- Designed and implemented a templated process flow chart for the Delivery team using task-based project management software

WEB DESIGN BY MORGAN
Freelance Web Design & Development 1/12 – 1/22

Designed visual layouts; developed websites and custom WordPress themes; handled DNS / domain-based email configuration and web hosting setup / migration; implemented SSL certificates and SEO strategies; and managed technical data.

COBALT
Web Builder 10/12 – 4/14

Collaborated with Account Advocates and Order Managers to build and QA car dealership websites for brands including General Motors, Hyundai, MINI, and Volkswagen, ensuring OEM compliance through the use of branding guidelines, templates, and widgets.