LISA SERRANO PORTFOLIO

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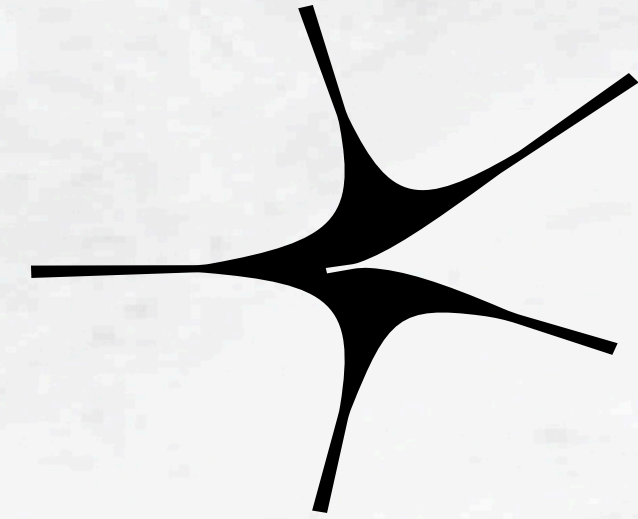
HELLO, I'M LISA

ABOUT ME

I am Lisa Serrano, a digital marketing professional transitioning into IT management and cybersecurity. My academic and practical experiences include extensive projects on network systems, software security, and IT support. In 2021, I began work as an IT support technician for Lenovo, where I developed a robust skill set in product knowledge, troubleshooting, and system maintenance.

My educational journey has equipped me with critical skills in virtual computing, secure software practices, and network solutions, preparing me to contribute effectively to the Cybersecurity field.

ACCOLADES
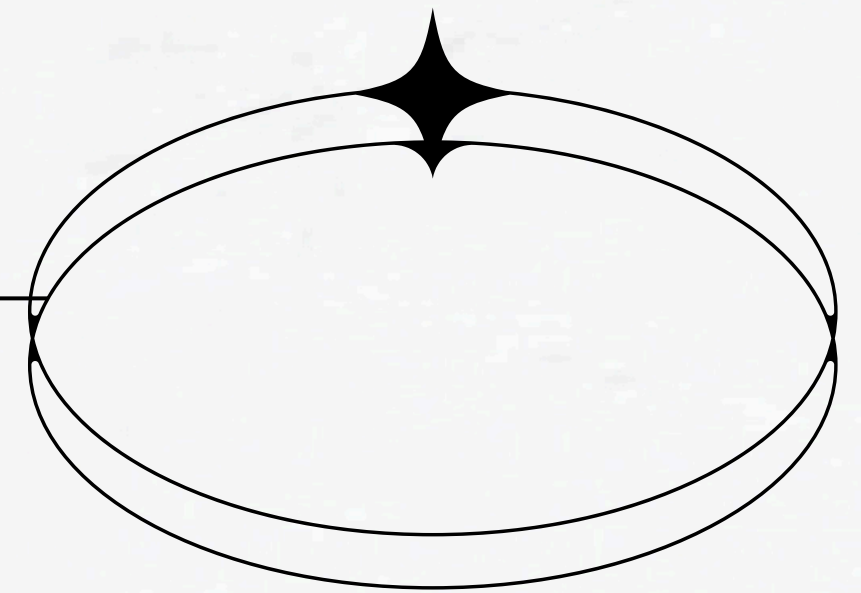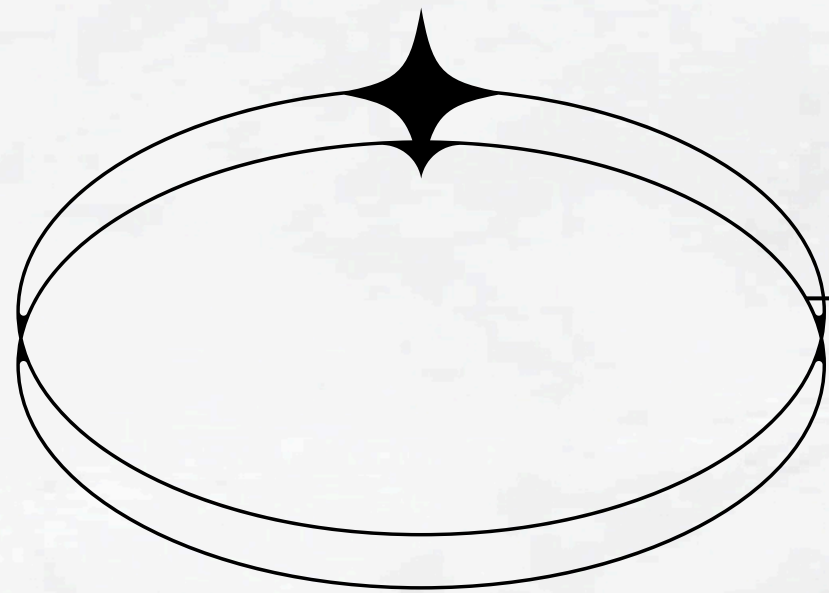
Valedictorian: A.S. Information Technology Program
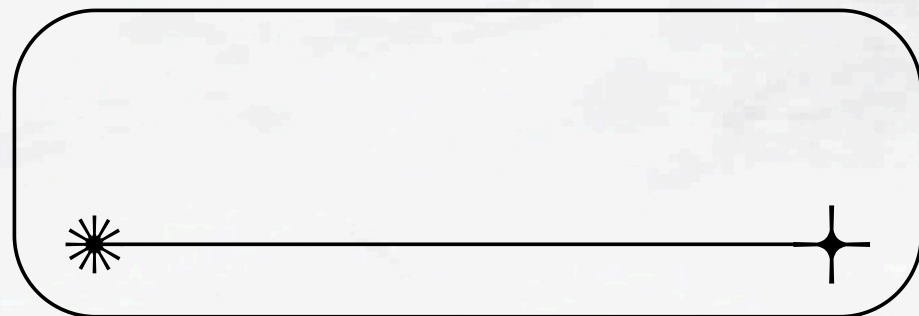Full Sail University, May 2023

Course Director's Award: Virtual Computing
Full Sail University, May 2023

Course Director's Award: Configuration Management Programming
Full Sail University, May 2023

Advanced Achievement Award
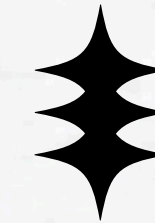Full Sail University, May 2023

Course Director's Award: Technical Writing
Full Sail University, July 2024

CONTACT

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(702) 929-4571

PERSONAL SKILLS

◆ **TECHNICAL PROFICIENCY**

- **Scripting and Operating Systems:** Python Scripting, MacOS, Windows, Ubuntu, Linux, and CentOS with APT and YUM Package Managers, Virtual Computing via Proxmox.
- **Database and Network Management:** MySQL Integration with MariaDB, Network Protocols, Configuration Management.
- **Security and Compliance:** Familiarity with SAQ-D for project companies, knowledge from courses on secure software and virtualization.

◆ **CREATIVE SKILLS**

- **Design and Media:** Experienced in graphic design and web design, creating user-friendly interfaces and educational materials.
- **Content Creation:** Skilled in developing engaging content for cybersecurity training programs, awareness campaigns, and instructional guides.
- **Writing and Communication:** Proficient in copywriting and technical writing, producing clear and concise cybersecurity documentation, policies, and reports.
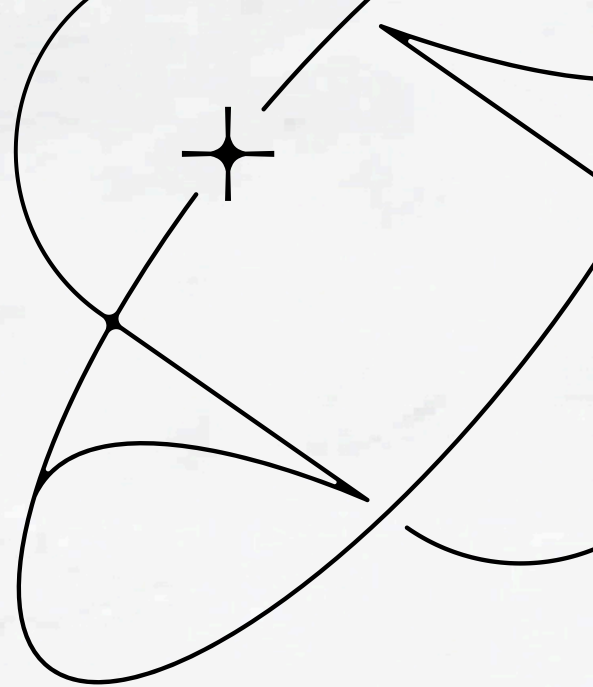
PERSONAL SKILLS

◆ **LEADERSHIP & MANAGEMENT**

- **Project Coordination:** Directed comprehensive marketing strategies, coordinated events, managed brand development initiatives.
- **Strategic Planning:** Developed and executed marketing and public relations strategies, led UI/UX efforts.
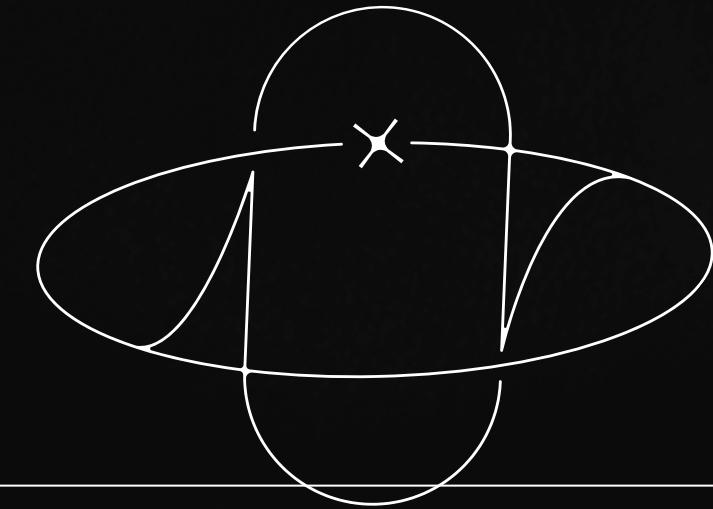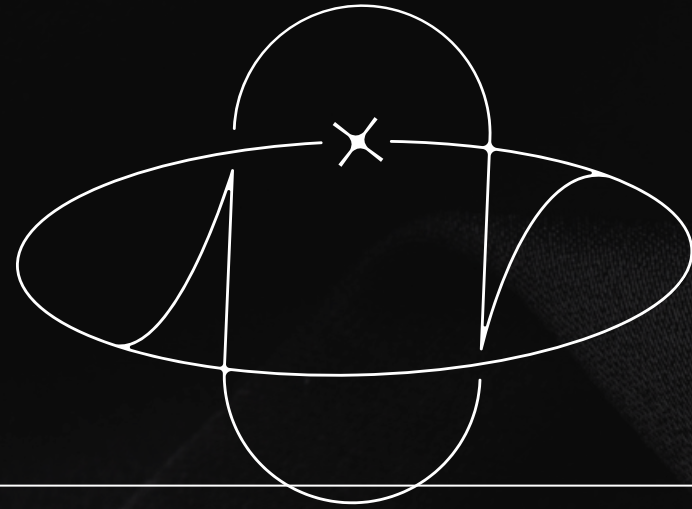
◆ **CERTIFICATIONS**

- **Data Science: Visualization,** HarvardX.
- **Marketing in a Digital World MicroMasters,** CurtinX.
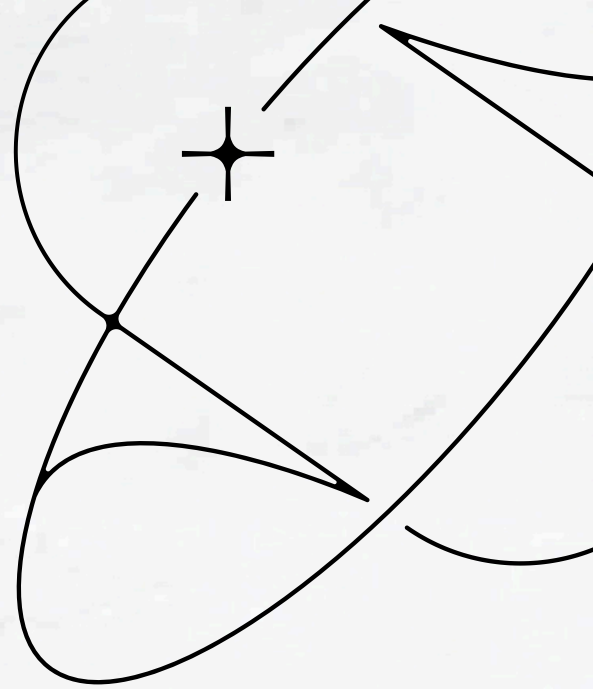
WORK EXPERIENCE

THE FACTORY ST. PETE, FL — DIRECTOR OF MARKETING (2022 - PRESENT)

- Spearheaded brand development using advanced AI and analytics.
- Expanded the social media reach by 11K followers, enhancing community engagement.
- Achieved a 743.6% increase in Meta followers through organic campaigns.

+PIH | THE POT IS HOT, FL — FOUNDER & LEAD STRATEGIST (2009 - PRESENT)

- Consulted start-up companies on business development strategies, including logo design, branding, business planning, and digital marketing.
- Led social media and content strategies to enhance client visibility, engagement, and B2B sales.
- Provided tailored consulting in website design, UI/UX optimization, and overall digital presence.
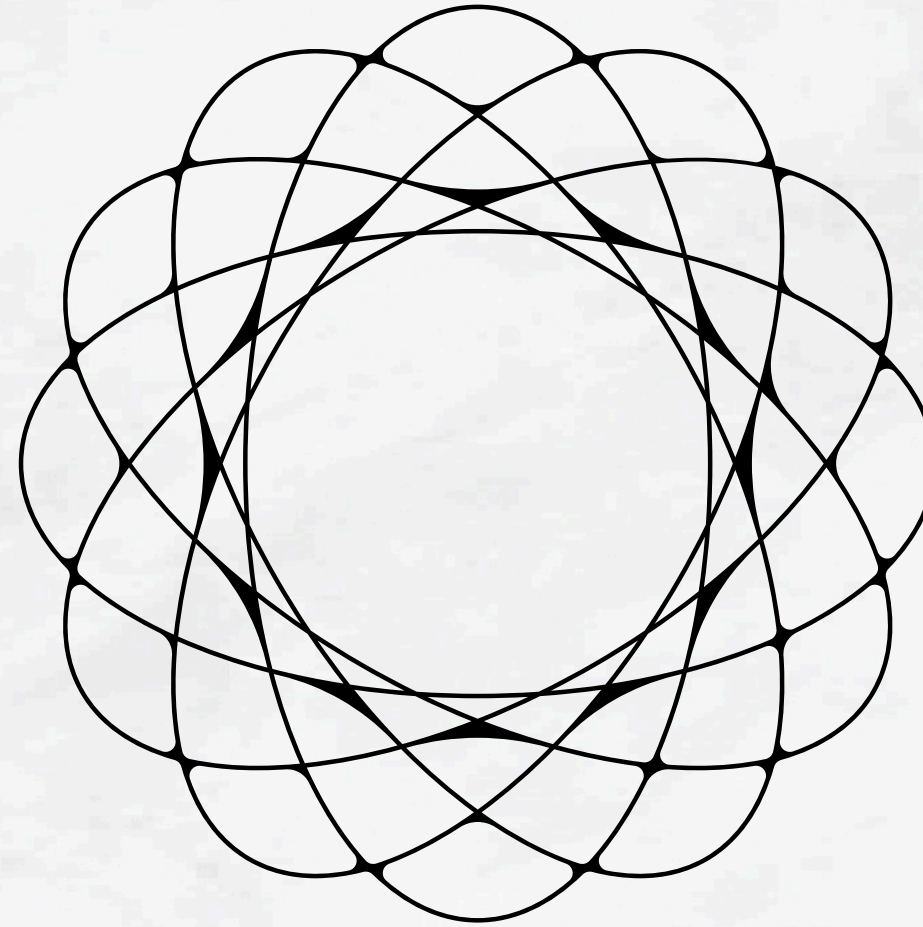
CGS — TECH SUPPORT TIER II, FL— (2022 - 2023)

- Delivered technical support and troubleshooting for Lenovo products.
- Managed parts ordering and replacement for customer service resolutions.
- Provided efficient phone support, enhancing customer satisfaction.

PROJECT 01

SECURITY PLAN

The SnowBe Online Security Plan protects IT assets and operations against cybersecurity threats. It encompasses all technological and operational aspects, ensuring system resilience and data integrity. Key policies, including System Development Lifecycle and Software Patch Management, embed security from the start and effectively manage vulnerabilities.

SECURITY PLAN

*CLICK TO ACCESS

SP-3 Payment Data Encryption Policy
This policy applies to all SnowBe Online staff that handles payment data and sets out the framework within which SnowBe Online will manage the security of the information for which it is responsible, maintaining an appropriate balance between accessibility and security.

SP-4 Physical Security Policy
This policy is to establish requirements for the management, control, monitoring, and removal of physical access to SnowBe Online facilities containing Information Technology (IT) Electronic Resources.

PROJECT 02

SECURITY POLICIES

For SnowBe's transition to a publicly traded company, I implemented the SP-3 Payment Data Encryption Policy and SP-4 Physical Security Policy. The Encryption Policy secures customer payment transactions online, aligning with PCI compliance requirements. The Physical Security Policy manages and monitors access to facilities containing critical IT infrastructure, ensuring the protection of sensitive data and assets.

PROJECT 03

SIMPLE MATURITY (SNOWBE ONLINE CASE STUDY)
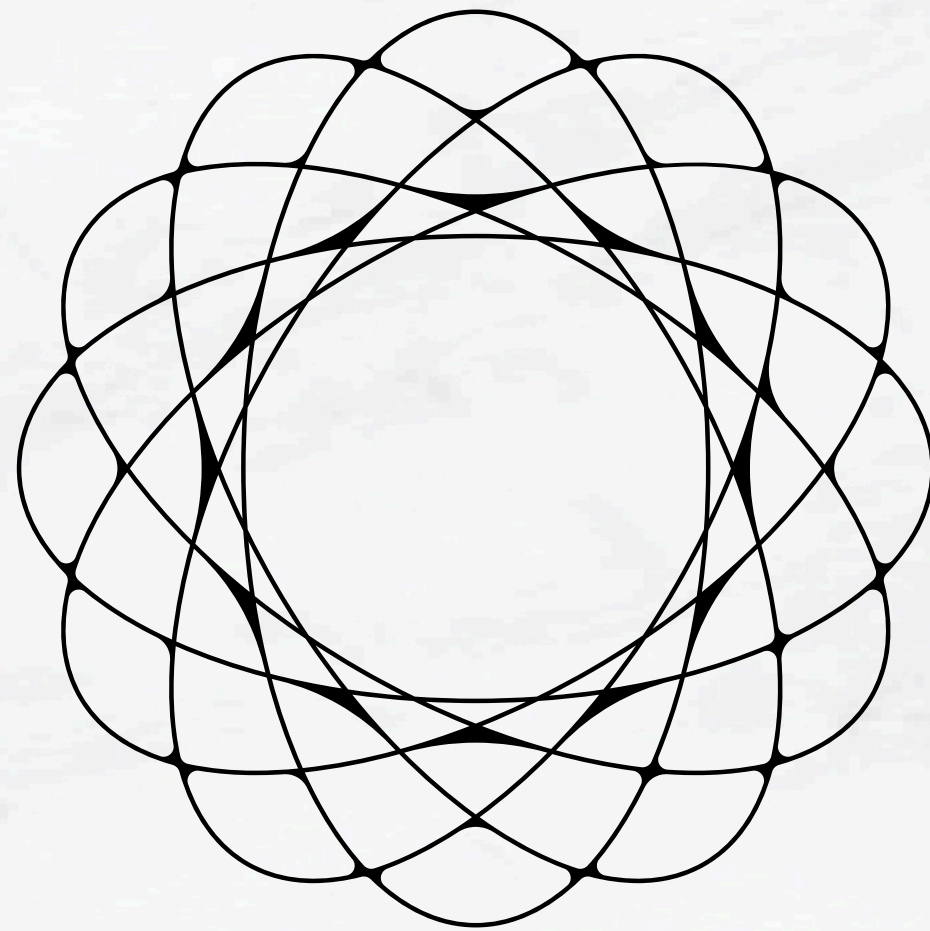
·**Access Control (AC):** Level 2 - Basic project management techniques are established for access control.

·**Asset Management (AM):** Level 1 - Processes are likely unorganized given the lack of initial controls.

·**Audit and Accountability (AU):** Level 2 - With the new firewall and antivirus, there is some level of audit capability.

·**Awareness and Training (AT):** Level 1 - No formal training program has been mentioned.

·**Configuration Management (CM):** Level 3 - Documented processes for new firewalls and antivirus configurations suggest standardization.

·**Identification and Authentication (IA):** Level 2 - Active Directory implementation indicates repeatable processes.

·**Incident Response (IR):** Level 1 - There is no indication of an established incident response plan.

·**Maintenance (MA):** Level 2 - The presence of RMM software suggests maintenance processes are in place.

·**Media Protection (MP):** Level 1 - No specific media protection measures have been described.

·**Personnel Security (PS):** Level 1 - There is no information on personnel security measures.

·**Physical Protection (PE):** Level 1 - No details on physical security controls have been provided.

·**Recovery (RE):** Level 2 - On-premise backup servers suggest a basic recovery capability.

·**Risk Management (RM):** Level 2 - The intention to review IT environment suggests emerging risk management.

·**Security Assessment (CA):** Level 2 - The hiring of a consultant and the plan for assessment indicate basic security evaluation practices.

·**Situational Awareness (SA):** Level 1 - There is no evidence of a situational awareness program.

·**System and Communications Protection (SC):** Level 3 - Firewalls and VPNs for laptops suggest a higher level of protection.

PROJECT 04

CASE STUDY

As project manager for SnowBe's software development, I prioritized security across acquisition processes, establishing robust requirements, architecture, and design specifications. This strategy ensured the development was secure by design, aligning with SnowBe's relaxed culture while meeting high security standards.

LET'S
WORK
TOGETHER.

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