

# Michael Silvestre

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## About

I am a current graduate student at Carnegie Mellon University's Human-Computer Interaction Institute looking to solve problems through empathy and technology. My interests lie within both healthcare technology and video games.

## Education

### **Carnegie Mellon University**

Masters of Human-Computer Interaction

August 2019 - August 2020

### **University of Southern California**

B.A., Political Science

January 2012 - August 2013

## Skills

MS Office (Word, Excel, Powerpoint, Outlook)  
Figma, Sketch

Programming languages:  
Javascript (jQuery, Node.js, React)  
HTML, CSS  
Python

## Experience

### **Lemon Creek Tires**

#### **Office Manager**

Directed daily operations—resolved customer satisfaction issues, provided phone support, acted as a liaison between service writers, mechanics, and customers.

Led hiring and onboarding initiatives of new employees, including posting job listings, interviewing candidates, and filling out proper new hire documentation.

Overhauled social media presence and strengthened Yelp account to generate leads with younger car owners.

### **JumpStart**

#### **Community Team Lead**

Developed brand identity and promotional strategy across social platforms for JumpStart, Math Blaster, and World of Madagascar products.

Utilized weekly brand engagement metrics to inform new content; compiled and summarized trend findings into PowerPoint presentations for Board members and supervisors.

Collaborated with Customer Support and Product Teams to identify and resolve issues with in-game glitches and customer account issues.

### **Chromatik**

#### **Marketing Assistant**

Oversaw Facebook, Youtube, and Pinterest communities and developed social campaigns that increased total community impressions by over 15%.

Executed social marketing campaigns for Tune of the Day features and implemented media campaigns with sponsors including Berklee School of Music and Apogee.