Christian Silio

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EDUCATION

University of North Carolina at Charlotte **Graduation May 2024**
- Bachelor of Science in Business Administration - Marketing Concentration **3.62/4 GPA**
- Sports Analytics Certificate

Corvinus University of Budapest, Hungary **Fall 2022 Study Abroad**
- Utilized a global mindset through international marketing education with insight on foreign cultures.

WORK EXPERIENCE

Amwins, Inc. - Charlotte, North Carolina **May 2023 - Current**
Marketing Intern
- Play a pivotal role in graphic design and social media management, helping the company reach 50,000+ followers through strategic content creation and engagement tactics.
- Design and execute internal and external email campaigns to promote company technologies.
- Generate monthly analytical reports to optimize the company's online presence, increasing website retention rates, user traffic, and identifying high-performing content.

UNC Charlotte Women's Basketball - Charlotte, North Carolina **August 2023 - Current**
Data Analysis Intern
- Develop comprehensive scouting reports for the coaching staff by conducting in-depth data analysis of AAC (American Athletic Conference) teams, enhancing team preparation for upcoming games.
- Assess player performance during practices, providing detailed evaluations and actionable feedback.
- Collaborate with marketing, social media, and video teams offering proactive assistance.

PROJECTS

Carolina Hurricanes Analytics Challenge - Raleigh, North Carolina **Spring 2023**

- Maximized revenue for the 2023-2024 season using past season data and analytics.
- Optimized the mix of ticket sales between season ticket holders and single game tickets.
- Pitched new marketing ideas to incentivize season ticket upgrades and improve the fan experience.

Sports Analytics Practicum - Charlotte, North Carolina **Summer 2022**

- Delivered analytical insights to top executives from five professional sports organizations, including the Charlotte Hornets, Carolina Panthers, Charlotte FC, NFL Network, and CBS Sports.
- Produced a report analyzing athletes from Mexico & Jamaica ahead of the 2023 Women's World Cup.
- Applied advanced sports statistics to advise NBA draft selections, NFL gameplans, and MLS tactics.

Direct Effect Innovation Challenge - Charlotte, North Carolina **Spring 2023**

- Formulated an integrated marketing campaign to promote a hypothetical situation in which UNC Charlotte joins the Southeastern Conference of the NCAA.
- Used social media strategies, out-of-home marketing, and direct mail campaigns to promote transition.
- Presented findings and ideas to marketing representatives from ESPN, SEC Network, and USPS.

CERTIFICATIONS AND SKILLS

Languages: Spanish (Fluent), French (Basic) **Microsoft Office:** Excel, Word, Outlook, PowerPoint
Organization: Airtable, Trello, Sprout **Adobe CC:** Video Pro, Photoshop, InDesign, Illustrator
Computers: Google Analytics, HTML, CSS **Email Marketing:** ContactMonkey, ConstantContact