

JASON HOROWITZ

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Career Profile:

Highly motivated and experienced Technical Product Specialist with a background in Marketing. Demonstrated expertise in account coordination, market research, and relationship development. Consistently meets and exceeds client and management expectations through client retention and satisfaction. Strong communicator with proven ability to understand and evaluate complex issues, effectively prioritize multiple tasks, and display sense of urgency in important client relationships. Thrives in fast-paced environment and works well independently or in a team environment.

AREAS OF STRENGTH

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|----------------------|----------------------------|-------------------------|
| ■ Team Leadership | ■ Marketing | ■ Account Management |
| ■ Client Services | ■ Relationship Development | ■ Case Management |
| ■ Project Management | ■ Website Development | ■ Product Knowledge |
| ■ Project Analysis | ■ Advertising | ■ Effective Team Player |

PROFESSIONAL EXPERIENCE

STARFISH SOLUTIONS, NOW PART OF HOBSON'S, INC. Arlington, VA

January 2014 – Present

Platform to help institutions scale their student support initiatives in a way that enables students to engage more effectively with the campus community and, ultimately, achieve their academic goals.

Product Specialist, promoted to Advanced Product Specialist

- Managed Tier 1 Support Team as well as Offshore Support Team
- Implemented Blackboard, Canvas, Moodle, Banner, and Colleague integrations with Starfish.
- Lead bi-weekly department trainings that were recorded to train staff.
- Implemented new clients using SAML, LDAP, and CAS SSO.
- Managed escalations from Support Team and main point of contact between Consulting and Development Teams.
- Decided whether or not escalations were actual defects or functioning as designed.
- 2016 and 2017 Winner of ABCD (Above and Beyond the Call of Duty) Award as voted on by peers.

SOFTERWARE, INC., Horsham, PA

February 2011 – December 2013

With more than 10,000 nonprofit, childcare, camp, school and payment processing clients, the \$25 million-plus company creates and supports products and services for clients.

Support Team Coordinator

- Provide effective customer service, through expert knowledge on intricacies of DonorPerfect product, as well as productive relationships with hundreds of clients. Received abundance of positive feedback that resulted in client retention.
- Manage 5-member support team and lead weekly meetings.
- Resolved more than 5,000 cases in less than a two-year period.
- Trained entire company on new product innovations.
- Spearheaded Beta testing of new product features and worked personally with each client.

JM Fox ASSOCIATES, Norristown, PA

March 2010 – February 2011

A full-service advertising agency and marketing firm that specializes in radio, print media, and creative marketing, as well as brand development, website development, hosting and design, search engine optimization, social networking, e-commerce, blog development and complete internet solutions.

Account Executive

- Managed advertising accounts and coordinated multiple projects with 25-30 clients.
- Conducted effective market research and utilized search engine optimization tactics to drive clients to websites of multinational clients.
- Modified client websites with Adobe Contribute CD5 and ShopSite.
- Gained valuable sales experience through one-on-one and telephone pitches to potential agency clients.
- Developed marketing proposals and closed agreements for numerous new clients and existing ones.
- Helped create successful marketing campaigns, which included media planning, online advertising, search engine optimization, and social media plans.

EDUCATION

THE UNIVERSITY OF RHODE ISLAND

Bachelor of Science in Marketing, 2009

Specialized coursework in Personnel Management, Business Ethics, Law, Economics, Statistics, Marketing, and Sales

TECHNICAL SKILLS

Adobe Dreamweaver
Adobe Contribute CS5
ShopSite
DonorPerfect
Starfish
Zendesk
SalesForce
JIRA