

JASON SILVIA

CONTENT DEVELOPER & CONSULTANT

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SUMMARY

Multi-disciplined creative professional with 10 years experience and a passion for both tech and the arts. Seeking to utilize my skills and experience in content consulting, technical analysis, training enablement, project management, and copywriting in the fields of marketing & advertising.

WORK EXPERIENCE

Content Developer & Consultant

Dec, 2020 – Present

- Founded The Creative Capital Show podcast.
 - Duties include recording, editing, social media, and podcast consulting for other businesses
- Providing design and content consulting services for businesses.
 - Provided consulting and design services to BAS PVD for "A Place With No Name" chef pop-up event series within The Dean Hotel. This project resulted in BAS PVD taking over The Dean Hotel's dining space.

Marketing Content Developer | Outco

Jul, 2022 – Nov, 2022

- Analyzed current marketing content as well as content of competitors, created new video content.
- Advised CEO on strategies to repurpose existing training assets as marketing content.

Content Consultant | Dell Technologies

Nov, 2019 – Dec, 2020

- Analyzed, curated, and created training modules for multiple divisions.
- Advised leadership on production strategies which led to frequent updating of outdated content.
- Managed content schedules for both in-person & virtual new hire training events as well as tech-talks.

Solutions Architect | Dell Technologies

Jun 2017 – Nov 2019

- Designed technology solutions for sales campaigns, created materials and live demos for customers.
- Created training materials that would be utilized as core curriculum for Solutions Architects.
- Became Solutions Architect bootcamp training instructor, received highest rated training by bootcamp students.

Email Retention Marketing Specialist | Schneider Electric

Jun, 2012 – Dec, 2013

- Global admin for email creation/analysis tools Responsys and Litmus
 - Managed "Contractor's Newsletter" email campaign which went from worst to best performing email campaign of 2012.
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EDUCATION

New England Institute of Technology | East Greenwich, RI

2008 – 2011

Bachelor of Science – IT Networking

Full Sail University | Winter Park, FL

2004 – 2005

Associate of Arts – Recording Arts