

JASON SILVIA

jgsilvia11@gmail.com • 401-451-6186
linkedin.com/in/jasonsilvia

SKILLSETS

- Project Management
- Marketing Analytics
- Marketing Automation
- CRM Systems
- Performance Testing
- Solution Sales

PROFESSIONAL BACKGROUND

CONSULTANT – Pawtucket, RI

2021 - Present

MARKETING AND TECHNICAL CONSULTANT

- Significantly increased brand visibility and revenue for diverse businesses through the strategic implementation of social media marketing, video editing, graphic design, and marketing strategy consulting.
- Achieved permanent bar residency for a local cocktail service business by enhancing marketing campaign effectiveness through project management and execution of multi-channel automated marketing initiatives.
- Optimized solar SCADA system deployment for a construction analysis company, realizing a reduction in project turnaround time by configuring Dell servers and APC ups'.

OUTCO - San Francisco, CA

2022 - 2023

MARKETING CONTENT DEVELOPER

- Optimized marketing budget allocation by developing multimedia marketing materials that integrated customer testimonials and exit interviews.
- Unveiled competitive insights by producing detailed marketing analysis reports on top industry rivals.

DELL TECHNOLOGIES - Hopkinton, MA

2019 - 2020

TRAINING CONTENT DEVELOPER

- Increased Sales Engineer training course completion rates by developing product portfolio training courses in collaboration with cross-functional teams including engineering, sales, marketing, and product development.

DELL TECHNOLOGIES - Hopkinton, MA

2017 - 2019

ENTERPRISE SOLUTIONS ARCHITECT

- Drove significant revenue growth through the development of integrated technology solutions for enterprise customers and serving as the technical authority throughout sales campaigns.

DELL TECHNOLOGIES - Hopkinton, MA

2015 - 2017

ENTERPRISE TECHNICAL SERVICE ENGINEER

- Enhanced operational efficiency by authoring documentation on flash array battery hardware.

SCHNEIDER ELECTRIC - West Kingston, RI

2011 - 2013

MARKETING SPECIALIST

- Transformed e-mail marketing campaigns from worst to best performing, through in-depth performance testing and the introduction of campaign analysis and automation tools.

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EDUCATION

NEW ENGLAND INSTITUTE OF TECHNOLOGY - East Greenwich, RI
BACHELOR OF SCIENCE – INFORMATION TECHNOLOGY

2011

SKILLSETS

Google Ads, Microsoft Ads, SA360, HTML, Salesforce, Data Analysis, Microsoft 365 Suite, Wordpress, Marketing Operations, Responsys, Litmus, Technical Writing, Databases, Marketing Software, Microsoft SharePoint, Data Storage, Data Protection, Hyper Converged Infrastructure, Cloud Computing, Data Center Operations, VMware, File Storage, Object Storage, Structured Data Storage, Storage Arrays, Servers, Technical Sales, Technical Instruction, Technical Support, Data Storage Software, Learning Delivery Platforms, Networking, HTML, CSS, Battery Backup Units, Fibre Channel, iSCSI, Storage Area Networks, Coaching, Mentoring, SCADA, DAS, RTU, PPC, SLD, SEL, RTAC, acSElerator, Tag Programming and Configuration, Inductive Automation Ignition