

JASON SILVIA

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PROFESSIONAL BACKGROUND

MARKETING CONSULTANT - Providence, RI

2021 - Present

- Offered comprehensive marketing services to diverse businesses, enhancing brand visibility, and boosting revenue through social media marketing, video editing, graphic design, and podcast consulting.
- Developed and executed strategic social media campaigns for a cocktail service business to drive success for their weeklong pop-up event, achieving nightly sellouts and securing long-term bar residency.

OUTCO - San Francisco, CA

2022 - 2023

MARKETING CONTENT DEVELOPER

- Created video marketing materials using various multimedia tools, incorporating customer testimonials and exit interviews to enhance brand visibility and optimize marketing budget allocation.
- Delivered in-depth marketing analysis reports on the industry's top five rivals. These reports revealed competitive insights and KPIs which led to the development of fresh marketing strategies and processes.

DELL TECHNOLOGIES - Hopkinton, MA

2015 - 2020

TRAINING CONTENT DEVELOPER

- Developed product portfolio training courses in collaboration with cross-functional teams including engineering, sales, marketing, and product development. The results of these courses led to an increase in positive training course reviews and course completion rates.
- Advised business leadership on effective training content strategies and delivery methods, driving higher engagement and feedback from sales engineers.

ENTERPRISE SOLUTIONS ARCHITECT

- Developed fully integrated technology solutions for enterprise customers, serving as the technical authority throughout sales campaigns. Analyzed customer business and technical goals, provided product training sessions, and live demos. This resulted in surpassing all quarterly sales and performance goals driving significant revenue growth with an average deal size above 100k.
- Created new hire bootcamp training course on flash storage solutions that achieved the highest new hire satisfaction rating for four consecutive quarters. These efforts elevated new hire technical competence as well as an increase in overall sales.

ENTERPRISE TECHNICAL SERVICE ENGINEER

- Elevated customer satisfaction by authoring knowledge-base articles on power backup, driving company-wide process improvements and documentation updates, reducing power management-related customer issues, and enhancing operational efficiency.

SCHNEIDER ELECTRIC - West Kingston, RI

2011 - 2013

MARKETING SPECIALIST

- Revamped email marketing strategy, introducing and managing tools for metrics like mobile open rates and click-through rates. Transformed the 'Contractor's Newsletter' campaign from the worst to the best-performing within a year. Orchestrated automated email campaigns aligning with time-sensitive e-commerce events and trade shows, driving engagement and revenue growth.

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EDUCATION

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

2011

SKILLSETS

Marketing Campaign Automation, HTML, Salesforce, Technical Sales, Adobe Photoshop, Adobe Premiere, Data Analysis, Project Management, Technical Instruction, CRM Systems, Microsoft 365 Suite, Wordpress, Marketing Analytics, Marketing Operations, Responsys, Litmus, Microsoft SharePoint