

JASON SILVIA

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linkedin.com/in/jasonsilvia

PROFESSIONAL BACKGROUND

DUNN CONSTRUCTION ANALYSTS - Rochester, NY

2021 - Present

ASSOCIATE SCADA ANALYST

- Actively collaborated with Senior Field Engineers in commissioning activities of solar SCADA & DAS systems which led to seamless site deployments.

MARKETING CONSULTANT - Providence, RI

2021 - Present

MARKETING CONSULTANT

- Offered comprehensive marketing services to diverse businesses, enhancing brand visibility, and boosting revenue through social media marketing, video editing, graphic design, and marketing strategy 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

- Developed multimedia marketing materials, integrating customer testimonials and exit interviews to elevate brand visibility and optimize marketing budget allocation.
- Produced detailed marketing analysis reports on top industry rivals, unveiling competitive insights.

DELL TECHNOLOGIES - Hopkinton, MA

2019 - 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.

DELL TECHNOLOGIES - Hopkinton, MA

2017 - 2019

ENTERPRISE SOLUTIONS ARCHITECT

- Developed integrated technology solutions for enterprise customers, serving as the technical authority throughout sales campaigns that drove significant revenue growth with average deal sizes above 100k.

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

- Revamped email marketing strategy by introducing tools for advanced metrics resulting in higher engagement and click through rates for all e-mail marketing programs. Transformed the 'Contractor's Newsletter' campaign through performance testing from worst to best performing within a year.

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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, Marketing Campaign Automation, HTML, Salesforce, Data Analysis, Project Management, CRM Systems, Microsoft 365 Suite, Wordpress, Marketing Analytics, Marketing Operations, Responsys, Litmus, Microsoft SharePoint, Performance Testing