**JASON SILVIA**

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**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 though performance testing from worst to best performing within a year.

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**EDUCATION**

**NEW ENGLAND INSTITUTE OF TECHNOLOGY** - East Greenwich, RI **2011**

***BACHELOR OF SCIENCE – INFORMATION TECHNOLOGY***

**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