

JASON SILVIA

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SKILLSETS

- Marketing Analytics
- Marketing Automation
- CRM Systems
- E-Mail Marketing
- Performance Testing
- Project Management

PROFESSIONAL BACKGROUND

INDEPENDENT CONSULTANT - Pawtucket, RI **2021 - Present**

MARKETING AND TECHNICAL CONSULTANT

- Increased brand visibility for hospitality businesses through marketing campaign development and deployment.
- Achieved bar residency for local cocktail service company through execution of automated marketing initiatives.
- Reduced downtime for solar construction business, through the configuration of servers and UPS's.

OUTCO - San Francisco, CA **2022 - 2023**

MARKETING CONTENT DEVELOPER

- Optimized marketing budget by developing marketing programs that integrated customer testimonials.

DELL TECHNOLOGIES - Hopkinton, MA **2019 - 2020**

TECHNICAL TRAINING COURSE MANAGER

- Collaborated with product engineering to create customized training content for solutions architects.

DELL TECHNOLOGIES - Hopkinton, MA **2015 - 2019**

ENTERPRISE SOLUTIONS ARCHITECT

- Achieved revenue growth by closing 100k+ deals by acting as the technical advisor for sales campaigns.

SCHNEIDER ELECTRIC - West Kingston, RI **2011 - 2013**

MARKETING SPECIALIST

- Transformed e-mail marketing campaign performance through A/B testing and introducing automation tools.

EDUCATION

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

BACHELOR OF SCIENCE – INFORMATION TECHNOLOGY

ADDITIONAL SKILLSETS

Marketing Software, Salesforce, Data Analysis, Wordpress, Marketing Operations, Responsys, Litmus, Databases, Google Ads, Microsoft Ads, SA360, HTML, CSS, Data Storage, Data Protection,