

# JAMES SILVESTRI

MARKETER | PHOTOGRAPHER | DESIGNER

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## EXPERIENCE

### DIRECTOR OF COMMUNICATIONS AND MARKETING

*Oakland University, School of Education and Human Services, Rochester, MI  
April 2019 - Present*

- **BRANDING & MESSAGING** - Monitor all marketing initiative to insure consistent messaging and proper branding standards are met
- **ART DIRECTION** - Responsible for overall design, budget, and timeline of campaigns, as well as articulating visual style to vendors assisting with campaign creation
- **VIDEO CREATION** - Increase exposure of the school through strategic video creation while ensuring university messages are consistent
- **PHOTOGRAPHY & DESIGN** - Responsible for the photography, design, editing, and proofing of online magazine, "Connect" (oakland.edu/connect)
- **ADA ACCESSIBILITY** - Ensure all online content and documents are accessible to people with disabilities and conform to Web Content Accessibility Guidelines (WCAG)
- **SOCIAL MEDIA** - Responsible for development and execution of all social media marketing strategies and email marketing efforts
- **PROJECT MANAGEMENT** - Photograph, design, proofread and manage an average of 200 marketing projects per year

### DIGITAL STRATEGY MANAGER

*Oakland University, School of Education and Human Services, Rochester, MI  
Aug 2013 - April 2019*

- Develop individual concepts/marketing strategies to best suit the school's objectives
- Regulate the flow of information and distribute it according to university plan/strategy
- Photograph, design, proofread and manage an average of 200 marketing projects per year

### PHOTOGRAPHY AND PHOTO EDITING INSTRUCTOR

*Oakland University, Center for Autism, Rochester, MI  
Apr 2015 - Present*

- Create lesson plans to meet the learning needs of adults with Autism Spectrum Disorders (ASD)
- Help students understand the basics of professional camera equipment and editing software in order to create unique pieces of art
- Encourage interaction and independence among students
- Encourage proper communication skills for students to lead presentations amount peers

### PROJECT MANAGER

*City of Warren, Warren, MI  
May 2007 - June 2014*

- Design and implement marketing plan, including video, online, and print advertising
- Collaborate with directors, editors and designers to produce a quarterly magazine
- Restructure aquatic instruction program resulting in an increased annual revenue of 30% (2012)
- Create learn-to-swim instructor lesson plans while providing hands on trainings
- Effectively and positively communicate with participants and parents

## AWARDS

### UNIVERSITY ACKNOWLEDGMENTS

*Oakland University, Rochester, MI*

- Employee of the Month - Jan 2016
- Professional of the Year - 2017

## EDUCATION

### BACHELOR OF ARTS IN COMMUNICATIONS

*Oakland University, Rochester, MI  
Aug 2010-Dec 2012*

- Departmental Honors
- University Honors

## ADDITIONAL SKILLS

### FREELANCE ARTIST SPECIALIZING IN:

- Professional wedding photography (silvestriphotography.com)
- Art, design, corporate photography and videography (jsilvestridesigns.com)  
Clients include:
  - Archdiocese of Detroit
  - Endicott College
  - Fairytale Productions
  - Liturgical Publications, Inc

### PROFICIENT IN

- Adobe suite (Bridge, Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro)
- MS office suite (Excel, Word, Power Point)
- Percussion (content management system)
- EMMA (email marketing platform)
- Workamajig (project management software)