



EXPERIENCED LEADER & MARKETING PROFESSIONAL

# JASON KATSORIS



## RELEVANT WORK EXPERIENCE

### BUSINESS OWNER

Holyoke Marketing Company | 2017 – Present

- Create and present new business proposals
- Develop and execute custom comprehensive marketing plans
- Managed an inhouse team of 3 and several remote workers as needed
- Develop staff while managing client needs and expectations

### MARKETING AND SALES COORDINATOR

Silver Screen Design | 2016–2018

- Develop and execute the company's marketing plan
- Served as company gatekeeper, sales support, and digital marketing coordinator
- Represented the company at local and national expositions
- Developed and improved systems to improve overall efficiencies

### PERSONAL UNIVERSAL BANKER

Citizens Bank | 2015–2016

- Appointed Head Cash Custodian within 4 months
- Provide broad-based financial and credit services with the goals of earning 100% of customer's business

### CHIEF ADMINISTRATIVE OFFICER

Suit Up Springfield | 2014–2016

- One of 10 Founding Executive Board Members
- Developed initial donation tracking processes for monetary and clothing donations
- Developed and maintained initial website and fundraising platform
- Managed communication systems with executive board and stakeholders

### ASSISTANT DEPARTMENT SALES MANAGER

Big Y World Class Market | 2014 – 2015

South Hadley, Massachusetts

- Develop and implement merchandising plans using guidelines and suggestions in order to meet the financial objectives of the department
- Manage inventories by tracking weekly reports while ordering raw materials and supplies in order to meet customer requirements, maximize profits, drive sales, and reduce shrink
- Maintain accurate department records to ensure documentation is available for audit
- Control department costs by monitoring and improving operations to increase profitability

## PERSONAL BACKGROUND

Raised in Alaska, finished high school in New Jersey, went to college in Massachusetts.

## AREAS OF EXPERTISE

- Marketing Campaign Management
- Project Management
- Business Development
- Responsive Website Design
- Google Analytics
- Google Search Ads
- Paid Facebook Ads
- Social Media Management
- Email Marketing & List Building
- Basic Video Editing
- Basic Graphic Design
- Microsoft Suite
- Google Suite
- Direct Mail & EEDM
- Teambuilding & Management

## OTHER SKILLS

- Problem Solver
- Team Player
- Tech Savvy
- Coachable
- Lifelong Learner
- Keurig water tank refiller
- Printer unjammer
- Fluent in sarcasm

## EDUCATION

American International College, Springfield, Massachusetts  
Master of Business Administration, May 2012  
Master of Science in Criminal Justice, May 2009  
Bachelor of Science in Criminal Justice, Psychology, May 2006

Audubon High School, Audubon NJ 1999–2002  
Palmer High School, Palmer AK 1998–1999

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Let's set up  
an interview  
with this  
one ASAP.

