

JASON SHOLL, MBA

Promoting Brands & Success Stories

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WORK EXPERIENCE

Public Information Officer

Metropolitan Education District (MetroED)

📅 July 2016 - ongoing 📍 San Jose, CA

Career technical education and adult programs for over 2,600 students.

- Captured success stories with compelling, creative video expression
- Developed content and print materials used to promote the schools, including a new website and blog

Founder

ProReferee.com

📅 Aug 2009 - ongoing 📍 San Jose, CA

Providing soccer referees high-quality merchandise and online training.

- Formed 11 high-impact global partnerships, scaling revenue 10-25%
- Launched an e-commerce website and online training blog
- Expanded sales channels with eBay, Facebook, and iOS/Android App

Chief Operations Officer/Consultant

AHK Electronic Sheet Metal

📅 Jan 2014 - Feb 2016 📍 Morgan Hill, CA

A manufacturer of precision sheet metal brackets and chassis.

- Launched an enterprise resource planning system, upgraded workstations, and boosted profit margins up to 25%
- Created business strategies, installed technology solutions, improved costing algorithms, and increased efficiencies in logistics

Director, Digital Design & Media Services

Santa Clara County Office of Education

📅 Nov 2010 - June 2013 📍 San Jose, CA

Provider of video, graphics, and print solutions to 31 school districts.

- Won 15 Telly Awards for television and online media productions
- Structured and trained the department with new value-added services
- Wrote creative briefs that communicated ideas and initiatives

Director, Operations & Digital Media

Nash Entertainment

📅 Aug 2005 - Oct 2010 📍 Los Angeles, CA

A television production company with over 700 hours of TV shows.

- Captured \$250K in YouTube advertising revenue
- Created websites and video content for each television series

AWARDS



15 Telly Awards

Honoring each year's best of 13,000 worldwide submissions in television, digital, and professional video production

EDUCATION

Master of Business Administration (MBA)

Santa Clara University

B.A., Television Production

Loyola Marymount University

VOLUNTEER

Communications Coordinator

Cal-North Referee Administration

📅 Apr 2012 - ongoing

State Referee Committee for the U.S. Soccer Referee Program in Northern California.

- Built a website, produced training videos, and led communications to 17,000 referees

TECHNOLOGIES

Adobe Premiere

Final Cut Pro

Photoshop

Illustrator

InDesign

After Effects

HTML

Hubspot

CERTIFICATES

Hubspot Inbound Marketing