

Jason Sholl, MBA

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DIGITAL MEDIA & MARKETING LEADER

Highly qualified, independently motivated, and results-driven leader with entrepreneurial vision and extensive experience in Marketing Communications, Business Operations, and Business Strategy. Natural leader with talent for building, developing, and motivating high-performance teams. Exceptional communicator with ability to redevelop marketing materials into a clear, concise, engaging story. Strategic agent of change and creative problem-solver with ability to stimulate deeper thinking, facilitate collaboration, and contribute to corporate culture of excellence. Unmistakable professional integrity, unparalleled work ethic, and unwavering drive to succeed.

Gallup StrengthsFinder: Strategic ▪ Responsibility ▪ Achiever ▪ Maximizer ▪ Intellection

CORE COMPETENCIES

- *Strategic Planning*
- *Competitive Analysis/Reporting*
- *Operations Management*
- *Digital Media/Broadcast Media*
- *Team-Building/Leadership*
- *Product Marketing*
- *Inbound Marketing*
- *Branding/Messaging*
- *Marketing Communications*
- *Contract Negotiation/Administration*
- *Project Management*
- *Budget Management/P&L*
- *Community Outreach/PR*
- *Media Relations*
- *Training/Mentoring*

SNAPSHOT OF VALUE OFFERED

DIGITAL MEDIA | Wrote Nash Entertainment's digital media strategy resulting in \$250K in Content ID ad revenue on YouTube
STRATEGIC PARTNERSHIPS | Leveraged relationships with major brands such as Adidas to drive \$100K+ in sales for ProReferee
MARKETING COMMUNICATIONS | Led redesign of MetroED website and leveraged social media, increasing enrollment 15.5%
PROJECT MANAGEMENT | Transformed a 955 ft² space functioning as a sound stage into a fully functional television studio
FISCAL MANAGEMENT | Managed annual corporate budgets of \$20M and television production budgets of \$4M - \$20M
AWARD WINNER | As Director of DDMS for Santa Clara Office of Education, led team to win 15 Telly Awards

PROFESSIONAL EXPERIENCE

Metropolitan Education District | San Jose, CA

Jul 2016 – Present

Public Information Officer

Plan, coordinate, and oversee comprehensive communications program (including community relations, media relations, publications, business partnerships, and community education) for internal/external audiences. Coordinate marketing, social networking, special events, services, programs, and other community related activities. Act as primary contact and spokesperson for inquiries by members of the public, media, staff, community, and local agencies. Develop and enforce policies and procedures regarding all district PR matters. Play key role in providing internal/external stakeholders with timely and accurate information, including preparing press releases, coordinating publications, and responding to records requests. Develop effective communication mechanisms, including graphic materials for presentations. Identify sensitive situations requiring attention of Superintendent. Administer web page updates. Oversee development and editing of newsletters, fliers, brochures, and other publications. Build strong presence across all social media platforms, including coordinating video media teams to generate fresh content.

- Collaborate with outside agency to redesign website for Hubspot, enabling management of email campaigns, social media marketing, and consistent distribution of materials.
- Redesign all print media for production at substantial cost savings.
- Write press releases, blog posts, and newsletters, resulting 100% increase in subscribers and engagement in six months.

ProReferee | San Jose, CA

Aug 2009 – Present

Founder

Founded company to provide professional quality uniforms, products, and online education to soccer and sport referees worldwide. Negotiate distribution agreements with companies in Germany, Sweden, Italy, United Kingdom, Canada, China, and the United States. Conduct marketing campaigns, SEO/SEM analysis and strategy, and social media paid campaigns. Maintain catalog of 200+ SKUs of specialty products that ship internationally. Review customer service inquiries to ensure responses are timely and effective. Monitor pricing and inventory to maintain accurate stocking levels. Test new products prior to introduction into global market. Oversee staff of two, responsible for order fulfillment, product design, and customer service.

- Launched ProReferee-branded referee uniform product line for projected annual sales increase of 20% in 2017.
- Negotiated high-impact distribution agreement with Adidas and 12 additional brands from 6 countries.
- Designed website and mobile app, executing product marketing strategies to grow B2C sales by 10% year-over-year.

AHK Electronic Sheet Metal | Morgan Hill, CA

Jan 2014 – Feb 2016

Chief Operations Officer | Consultant

Reported to Chief Executive Officer (CEO) and Vice President. Managed multiple departments for ISO 9001:2008 certified manufacturer of custom sheet metal products. Coordinated day-to-day operations in alignment with departmental needs and capabilities. Oversaw Human Resources, Sales, and other administrative departments. Executed business strategies in collaboration with executive team. Presented competitive analysis. Managed customer relationships to earn new business and bring in new prototype production work. Managed raw goods to monitor delivery, storage, consumption, and waste recycling. Optimized logistics and updated customers on expected order delivery.

- Implemented an enterprise resource planning system (ERP) and upgraded workstations to increase profit margins by 10%.
- Installed new engineering solutions, improved product pricing algorithms, and increased logistics efficiencies.

Santa Clara County Office of Education | San Jose, CA

Nov 2010 – Jun 2013

Director, Digital Design & Media Services (DDMS)

Directed operations and activities of DDMS, including broadcast, television, video, Internet streaming, video conferencing, media services, graphic design, and print services. Developed and recommended innovative technologies, policies, programs, and services. Interpret and administer applicable laws affecting television/broadcast services, software, and video. Oversaw contracts and agencies subleasing space at transmitter sites. Administered contracts with schools, agencies, and other industry personnel. Created and managed department budget. Identified sources and prepared/submitted proposals for available grants. Interviewed, hired, trained, and evaluated staff. Acted as liaison with outside agencies regarding contracts and use of broadcast video, design, and print services. Acted as liaison between Office and universities, grant providers, private industry foundations, and local/regional/state public education agencies. Formulated and administered programming procedures, approved programming decisions, and enforced broadcast rights and procedures. Recommended fees, contract rates, and service charges. Approved acquisition of equipment and supplies. Negotiated creative solutions with clients, produced Statements of Work (SOW), and launched digital campaigns. Represented Office and provided interdepartmental support on matters related to creative services, digital media, and related projects. Provided creative leadership and employee development opportunities via seminars and trainings.

- Won 15 Telly Awards, the premier award honoring outstanding content for TV and Cable, Digital and Streaming, and Non-Broadcast distribution, for producing multi-camera broadcast shows, marketing videos, and live events.
- Managed \$4M budget of video, graphics, and print division.

Nash Entertainment | Los Angeles, CA

Aug 2005 – Oct 2010

Director of Operations & Digital Media

Maintained corporate profit and loss (P&L) statements, cash flow projections, and multiple television production broadcast budgets. Presented biweekly reports to CEO. Managed residuals estimates and invoices for domestic network airings and internationally distributed programs. Assisted with pre-production budgeting, scheduling, and cash flow funding for new productions and corporate projects. Coordinated content licensing of short-form segments and detailed reporting of domestic/international production library rights. Processed guild contracts, pension/health contributions, and payroll for Executive Producers. Manage office leases and studio service requests from CEO, Executive Producers, and Production Managers. Created job descriptions, recruited employees, tracked attendance, and oversaw other personnel matters.

Nash Entertainment | Director of Operations & Digital Media – Continued

Led development of new media strategies, including identifying methods for monetizing a large production library and forging strategic partnerships. Created sales and promotion DVDs and online video segments highlighting short-form segments and corporate reel. Managed deliverables, metadata, and web metrics related to content partnership with YouTube and Google Video. Created company website and launched digital campaigns to promote each new television broadcast.

- Created digital media strategy in 2007. Executed portions of plan to collect \$250K in revenue through YouTube advertising and the Content ID program. Digital media strategy and playbook was later leveraged to expand video clip production on YouTube (2014) and negotiate a deal with Netflix (2016).
- Developed master plan to preserve and convert 110,000 videotapes into digital files to be stored in a media network access system.
- Compiled 3,500+ international distribution sales contracts and detailed financial forecasts for company acquisition due diligence.

Warner Bros. Television – “E-Ring” (CBS) | Burbank, CA

Apr 2005 – Jul 2005

Production Assistant

Assisted in establishing new production offices at Beatrice Street Studios. Stocked kitchen with food. Ordered supplies. Established Internet service.

Warner Bros. Television – “Without a Trace” (CBS) | Burbank, CA

Jun 2004 – Apr 2005

Production Assistant

Distributed daily studio paperwork and reports. Assisted cast, producers, writers, and crew with personal and work-related runs. Stocked kitchen with food. Cleaned office. Ordered supplies.

- Completed special graphic design projects for Art and Property departments.
- Acted as Assistant to Series Creator/Show Runner/Executive Producer for 5 weeks.

Warner Bros. Studio Facilities | Burbank, CA

Apr 2004 – Jun 2004

Marketing Assistant

Coordinated promotional marketing inventories. Maintained an accurate 1,000+ attendee list for a Warner Bros. special event.

Warner Bros. Television | Burbank, CA

Aug 2003 – Apr 2004

Production Assistant

Examined and distributed daily production paperwork, including confidential reports. Rolled and logged calls. Coordinated schedules. Updated contacts. Troubleshoot and resolved computer and technical issues. Verified union deal memos. Distributed script revisions. Organized location files.

- Assisted in overseeing production of television shows: Nip/Tuck, One Tree Hill, The Mullets, and The D.A.

EDUCATION & PROFESSIONAL DEVELOPMENT

Santa Clara University, Leavey School of Business – Santa Clara, CA

2014

Executive Master of Business Administration

▪ BRIDGES Program with VMware

Evaluated 2,000 worldwide survey responses from customers and partners. Presented to the Customer Advocacy and Partner teams key issues holding Company back from achieving higher revenues

Loyola Marymount University – Los Angeles, CA

2002

Bachelor of Arts – Television Production | Cum Laude

Hubspot Inbound Marketing Certification – 2016

Software Applications: Adobe Creative Suite: Photoshop, InDesign, Illustrator, AfterEffects, Lightroom, PDF | Apple Final Cut Pro | Microsoft Office: Word, Excel, PowerPoint | G-Suite/Google Apps | Hubspot | QuickBooks Online, BigCommerce | MovieMagic Budgeting | Filemaker Pro | HTML & CSS | PHP and SQL (beginner)