

# JASON SHOLL, MBA

## DIGITAL MARKETING STRATEGIST

San Jose, CA · 310-924-5650 · jason.sholl@gmail.com · linkedin.com/in/jason-sholl

---

Senior award-winning strategic marketing and communications professional with over **10** years of experience developing strategies that align with business objectives. Entrepreneurial in style and known for being an integral member of any team; leading, training and mentoring top talent, strategic partnerships and new business development. Known for being a creative leader with big ideas, developing break-through content and executing campaigns which solve big strategic challenges and ultimately increase revenue.

---

## CORE COMPETENCIES & AWARDS

- Product Commercialization
  - Strategic Planning, Messaging and Positioning
  - Go-To-Market, Execution, Analytics and Reporting
  - *Silicon Valley Business Journal* **40 Under 40** honoree
  - **4**-time Statewide Communications award winner
  - Creative and Content Developer
  - Marketing Operations and Automation
  - Channel and Campaign Planning
  - Audience Targeting & Negotiations
  - **15**-time Telly Award Recipient
- 

## PROFESSIONAL EXPERIENCE

### Public Information Officer

Metropolitan Education District

**2016 – Present**

San Jose, CA

- Plan, coordinate, and oversee strategic marketing communications for **2** schools.
- Creative design of **24+** flyers, **2** service brochures and **20+** posters for print publications, delivering up to **30%** cost savings, highlighting appreciation weeks and special event promotions.
- Give bi-weekly presentations to **6** leadership members and facilitate monthly task force meetings to **12** internal members, guiding company culture.
- Write **3-4** press releases, **2-3** blogs monthly, and monthly newsletters for external subscribers, resulting in **2X** subscribers and engagement in one year.
- Manage media relations, video, and publications on **10** social media platforms.
- Oversee special events and community outreach activities of **5** major events and **40+** additional events per year with attendance ranging from over **350-1,000** people each.
- Won **4** statewide communications awards for an Annual Report, Op-Ed, brochure, and website.

### Founder & CEO

ProReferee.com

**2009 – Present**

San Jose, CA

- Global retail supplier of **100+** products that include soccer referee uniforms, sports accessories, and electronic communications products with **1-2** new product launch each quarter.
- Manages **2** company employees and collaborates Marketing, PR, and Retail Operations.
- Negotiated **12** distribution agreements in **6** international countries and grew an online store to add **500+** new customers yearly, with **12,000** customers overall and **25%** repeat customers.
- Increased domestic revenue **40%** by launching a referee uniform collection in 2017.
- Designed e-commerce website and mobile app, executing product marketing strategies to grow B2B sales each year, averaging **\$120K** in annual sales.

**Chief Operations Officer**  
AHK Electronic Sheet Metal

**2014 – 2016**  
Morgan Hill, CA

- Increased profit margins by +**10%** by launching an enterprise resource planning system on **35** new workstations.
- Managed **20+** vendors of raw goods (sheet metal) and oversaw complicated bulk orders.
- Audited pricing algorithms and corrected Excel errors for the CEO which increased profits by **10%**.
- Served as the on-site IT person fixing **40+** issues per week, centered around: internet access, wifi, email, and video security maintenance.
- Installed new engineering solutions, improved product pricing algorithms, and optimized logistics processes reducing labor cost by **2** full staff members.

**Director, Digital Design & Media Services**  
Santa Clara County Office of Education

**2010 – 2013**  
San Jose, CA

- Supervised and assigned tasks to **13** creative personnel, managed project deliveries and outcomes with **50** clients.
- Developed and recommended innovative technologies, policies, and services.
- Formulated and administered programming decisions, wrote **3-4** creative briefs per month with fees for video services ranging from **\$150 to \$10,000** per project.
- Won **15 Telly Awards**, the premier award honoring outstanding content for television and online media.
- Maximized a **\$4M** annual budget to upgrade equipment for video production, graphic design, and print.

**Director of Operations & Digital Media**  
Nash Entertainment

**2005 – 2010**  
Los Angeles, CA

- Maintained financial analysis of **\$20M** corporate budget per year.
- Facilitated cash flow payments of **5-6** simultaneous shows averaging budgets of **\$12-20M** per show.
- Generated and presented financial reports to the CEO and **5** projection reports bi-weekly.
- Led development of digital media strategies and forging **2** strategic partnerships with Google and YouTube.
- Created a digital media distribution strategy that collected **\$250K** in YouTube revenue.
- Led conversion of **110K** licensed video clips and **1K** master tapes into digital assets.
- Organized **3,500** international distribution contracts and presented financial forecasts to CEO.

---

## EDUCATION

*Hubspot Inbound Marketing Certification*

2016

*Master of Business Administration (M.B.A.)*

2014

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

*Bachelor of Arts* – Television Production | Cum Laude

2002

**Loyola Marymount University** – Los Angeles, CA