Alejandro Silva

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Educational Background

Master of Public Administration - *University of South Alabama*
Concentration: **Healthcare Administration** - GPA: 4.0

Bachelor of Arts - *University of South Alabama*
Major: **Psychology** Minor: Marketing - **Marketing Management** - GPA: 3.8

Relevant Health & Professional Experience

Digital Communications Coordinator

Conservation Colorado • *September 2016 - Current*

- **Grew members by 140%**, from 15,000 to 36,000, using ads in partnership with membership team.
- **Increased Facebook page following organically by 113%**, from 11,966 to 25,487 followers in 14 months.
- **Achieved Twitter page verification**, while increasing page following organically by 37%.
- Produced, shot, and edited videos for social media totaling **over 514,000 organic views**.
- **Increased unique website visitors by 9%** and average site duration by 20%.
- Generate internal analytics-based reports customized for internal groups of various proficiency levels.
- Oversee Facebook advertising with a yearly budget of $44,000.
- Develop targeted digital strategies that influence decision makers and public opinion.

Digital Specialist - Graduate Assistant

Gulf Coast Behavioral Health & Resiliency Center • October 2012 - June 2014

- **Collaborated with mental healthcare providers** to publish digital content.
- **Developed organizational digital strategy** and established visual standards to maintain cohesive brand.
- **Presented Google Analytics reports to senior leadership** prior to the annual planning process.
- **Increased mobile website load speed by 65%** through layout modifications and content updates.
- Designed infographics for reports and research publications.

Web Media Co-director

Americas for Conservation & the Arts/Americas Latino Eco-Festival • July 2015 - October 2016

- Generated and implemented strategies that **increased social media and website engagement**.
- Collaborated with Executive Director to develop a media strategy for **audience of 10,000 attendees**.
- Served as webmaster for Joomla-based website and worked with staff to improve public-facing content.
- Oversaw the festival's technological needs for over 300 keynotes, panelists, and performances.

Remote Advisor

Apple Incorporated • November 2014 - August 2016

- **Provided staff development** through individual leadership and communication mentoring sessions.
- Produced and edited software demo **videos viewed by all internal English speaking remote advisors**.
- Generated content for **weekly staff newsletter**.
- Distributed best-practice procedures and tips for team members as needed.

Computer Technician - Graduate Assistant

USA Police Department • May 2011 - May 2014

- Collaborated with leadership to generate projects to meet the needs of a **24-hour organization**.
- Conducted brief and **comprehensive technology tutorials for entire staff**.
- Served as WebMaster and **designed graphics for digital and print use**.

Software Skills

After Effects, Canva, Constant Contact, CSS, Dreamweaver, Final Cut Pro, HTML, Illustrator, Indesign, Joomla, Lightroom, Mailchimp, Photoshop, Premiere, Survey Monkey, Wix, Wordpress.