

Daniel Silva

(215) 796-2369 | dangsilva98@gmail.com | Lancaster, PA | behance.net/dangsilva

PROFESSIONAL EXPERIENCE

Apple

Lancaster, PA

Expert

October 2023 – Present

- Train both entry and long-standing employees in improving positioning and communication methods to continue to push sales priorities and drive results.
- Be a leader and role model to others for store priorities, metrics, and behaviors.
- Create excitement around new technologies to help create customer value for products and services and encourage team members to share that excitement with them.
- Joined the *Apple Business Team* and have assisted business customers by communicating with them via phone and email to learn how to best help their business with implementing newer technologies and services along with sending quotes and proposals.

Specialist

September 2021 – September 2023

- Delivered personalized assistance to customers in the latest technologies and services as well as providing meaningful demonstrations.
- Used strong communication skills to position products and services to technical and non-technical audiences.

Event Coordinator

Lancaster, PA

Freelance

August 2018 – Present

- Host events in the Esports industry ranging from 50-200+ attendees and assist organizations with 1000+ attendee events.
- Have led multiple teams in fast-paced environments by teaching best behaviors and practices while promoting communication.
- Flexible in communication styles to properly convey needs to multiple members of the team and vendors.
- Have formed connections with other professionals and attendees which has led to repeat attendance, collaboration, and brand loyalty.

Projects

King of the Ville Series - Head Designer / Head Organizer

- Organized the largest in person collegiate Esports event in the Northeastern United States in 2023 with 220+ attendees and 100,000+ social media impressions.
- Designed all branding, coordinated social media, and was the main contact for vendors.
- Established a recognizable brand and provided a memorable experience for competitors and spectators alike to encourage repeat attendance.

EDUCATION

Millersville University

Millersville, PA

College of Business | Bachelor of Science in Business Administration w/ Marketing Concentration *Class of May 2024*

College of Arts | Bachelor of Arts in Interactive and Graphic Design w/ Minor in Spanish

RELEVANT EXTRACURRICULARS, LANGUAGES, SKILLS, AND CLASSES

Extracurriculars: *President / Head Event Organizer:* MU Smash Club.

Fall 2017 – Present

- Grew the club into the biggest recreational club on Millersville's campus by creating a welcoming culture for all that taught sportsmanship and collaboration.

Languages: Fluent in Spanish and English

Proficiencies: Adobe Suite Proficiency: Photoshop, Illustrator, and After Effects.

Classes: Seminar in Management and Marketing, Strategy and Policy, Marketing Research, Human Resource Management, Advertising, Typography, Packaging in Design, Visual Communications and Graphic Design