

# ILYSE SILVERMAN

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## Education

### Bachelor of Science in Informatics

Business Administration Minor  
Indiana University, Bloomington  
2016 – 2020

## Educational Experience

### Senior Project

- Planned, designed, and created an iOS and Android app for Upland Brewery to communicate and display information to their employees more efficiently

## Proficient In

Microsoft Office Suite  
Adobe Creative Suite  
Figma  
Python  
HTML/CSS  
Java Script  
SQL  
Xcode  
Swift  
PHP  
Slate  
Yinzcam  
Deltatre  
Forge  
Canva



## Work Experience

2024  
–  
Now

### Between The Sheets Inc.

#### Digital Marketing Manager

- Lead digital marketing strategies, content creation, and paid social campaigns
- Collaborate with the website manager and VP of sales to align efforts with business goals
- Focus on enhancing user experience and driving customer engagement

2021  
–  
2024

### Pittsburgh Penguins

#### Digital Coordinator

- Optimized Penguins website to be mobile-first, and interactive for fans across ticketing, partnership, and marketing pages
- Researched and implemented best practices in order to improve UI and UX on the official Penguins app and website
- Collaborated with digital and partnership marketing teams to create content that inspired and entertained Penguins fans, driving partner business goals while maintaining Pittsburgh Penguins brand standards
- Provided analytics for the website and app to internal stakeholders
- Identified emerging technologies, trends, and opportunities for players, partners, and team accounts
- Kept updated on industry trends and technology developments and proposed suggestions for improvements on the website, app, and all social accounts
- Assisted with content creation on the Penguins Instagram account during games
- Created and edited forms for various departments of the organization

2020  
–  
2021

### FactSet

#### Product Specialist

- Support applications by resolving questions, troubleshooting bugs, and handling enhancement requests
- Analyze user workflows to arrive at clear vision of needs to optimize the user experience
- Partner with teams and stakeholders to inspire the delivery of valued-based solutions