

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