

Ursuline Sisters of Cleveland

Need some every-day tech assistance?

Trust yourselves.



You can do this.

And it'll be fun!

**Meet your new
tech coach...**

Mark DeSilvio





Mark DeSilvio

mdesilvio53@gmail.com 440-655-4810 1261 Rae Road Lyndhurst, OH 44124



WHO IS THIS GUY?

Mark is a motivated, personable professional with wide breadth of skills in sales, administration, computer literacy, digital and graphic communications, group presentations, and authoring digital marketing media. He is a parish Eucharistic Minister and lector. Mark has been and continues to be an active leader in parish events and activities.



SKILLS AND EXPERTISE SUMMARY

Digital Communications expert
Financial Appeal strategist
Microsoft Office Suite proficient
Project Management
Public Speaker

Large-scale event planner
Social Media manager
Database Administrator
WordPress website developer
Works Independently and as team contributor



ACCOMPLISHMENTS

Church of Saint Clare

Nightshift , Part-Time

2018 to Present

- Weekly contribution data entry
- General office work

Volunteer Work

Digital Support for “Heart of a Shepherd” Appeal

- Created a mail-merge hard-copy invitation to major parish donors
- Updated parish website with appeal links, and extracted an images to engage visitors

Digital “Raise The Roof” Appeal

- Collaborated with parish Finance Council and exceeded goal to replace parish roof and HVAC
- Created digital graphics to enhance Finance Council PowerPoint slide deck promoting appeal campaign

Developed 3 currently-in-use parish brochures

- “From The Pastor’s Desk” describes the 19 ministries of Saint Clare
- “Planned Giving” overview of the common methods how parishioners can remember Saint Clare
- “Online Giving” on-going appeal to enroll parishioners in online giving

eCommerce Web Site for Saint Clare Community Days and Saint Clare Festival

- Independently developed and managed WordPress website (optimized for mobile) that was easy-to-use for thousands of attendees to access event news and information over the past 4 festival events
- Built an e-commerce store that attendees used to buy food, drink and raffle tickets
- Produced and uploaded promotional videos to event website and parish Facebook page

Social Media and SaintClare.net Manager

- Maintain parish Facebook page of 300+ followers and YouTube channel of 300+ subscribers
- Responsible for updating parish website to communicate important parish news, events, and social outreach programs



mark.desilvio



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ACCOMPLISHMENTS CONTINUED

Two-Term Parish Council Chairman and Member

- Collaborated with each of the 19 ministries to establish and sponsor annual ministry fair
- Project lead for 2021 “3 Summer Events” with outdoor mass and dinner attended by 200+ parishioners

Manage parish email list of 400+ subscribers

Composed and sent weekly emails, before and during COVID Lockdown to the present time, currently in HTML, communicating parish news, events and resources

Digital “Stations of The Cross”

Created a high-quality video using 3 separate elements; the voice-over of Fr. Klasinski praying Stations while station images and prayer texts are displayed



CORE COMPETENCIES

- Skilled in creating digital promotional materials, blog posts, videos, and presentations
- Highly computer literate and quickly learns new software
- Team worker that contributes and motivates
- Strong verbal and written communication skills
- Easily multitasks with excellent attention to detail
- Competent in WordPress web site development
- Excellent skills with MS Office Suite



WORK EXPERIENCE

Eco-Drain System

Regional Sales and Technical Analyst

Sandpiper Advisory Group

Registered Investment Advisor—Owner

American Greetings

Senior Analyst/Programmer



EDUCATION

John Carroll University

Bachelor of Arts Communications

Cleveland State University

Masters coursework Information Technology



REFERENCES

Fr. Stanley Klasinski

Pastor

Church of Saint Clare

440-449-4242 ext 105

sklasinski@att.net

Fr. Joseph Brankatelli

Parochial Vicar

Church of Saint Clare

440-449-4242 ext 107

Joseph_Brankatelli@att.net

Lisa Gros

Business Administrator

Church of Saint Clare

440-449-4242 ext 113

stcllkg@att.net