stephen salvitti

SMSALVIT@GMAIL.COM
484-947-1590
LINKEDIN.COM
SSALVITTI.COM

Education

M.A. Media Studies, '14
Syracuse University, Syracuse, NY

B.S. Communication, '12
Millersville University, Millersville, PA

Skills

AEM, Wordpress, Teamsite, JIRA, Confluence, CRXDE Lite, Yext, Figma, Requirements Gathering, Documentation, Product/Project/Content Management, Backlog Refinement, Quantitative/Qualitative Research, Teaching

Scholarship

Full tuition credit and hourly stipend from the Newhouse School of Public Communications '12-'14

Certifications

AEM Sites Business Practitioner Expert
Business Analysis Foundations
Reqs Elicitation for BAs: Interviews
React.js Essential Training

Experience

Sr. Business Analyst, 3/20- Present
Hero Digital, Philadelphia, PA
Own product roadmap creation and execution on multiple clients simultaneously
Create and enhance cross-functional processes within an Agile framework

Sr. Business Analyst, 3/17-3/20
DigitasLBi, Boston, MA
Managed sprint work for UX, design, analytics, content, SEO, dev, and QA
Gathered and wrote business and technical requirements

Sr. Content Strategist, 6/16-3/17
DigitasLBi, Boston, MA
Coordinated and delegated JIRA tickets with 3 offshore resources in Costa Rica
Partnered with BED/FED/QA to troubleshoot functionality issues

Content Strategist, 10/14-6/16
DigitasLBi, Boston, MA
Published content via CMS: taxonomy, navigation, video, metadata, etc.
Performed migration audits, created editorial calendars, advised on strategy

Research Assistant, 1/14-8/14
S.I. Newhouse School of Public Communications, Syracuse, NY
Developed experiment on user behaviors and attitudes toward native advertising
Launched and created content for the Newhouse Center for Global Engagement

Producer/Web Editor, 1/14-5/14
WAER 88.3 (NPR Affiliate), Syracuse, NY
Researched, wrote, and produced readers and promos for on-air broadcast
Transformed stories into interactive web articles with audio and visuals

Instructional Associate - Multimedia Storytelling, 8/12-12/13
S.I. Newhouse School of Public Communications, Syracuse, NY
Lectured, graded, maintained class blog for the course Multimedia Storytelling
Conducted tutorials for FCP X, Photoshop CC, Canon cameras, and WordPress

Instructional Associate - Graphic Design, 7/13-8/13
S.I. Newhouse School of Public Communications, Syracuse, NY
Managed a lab of 17 students for the graduate level graphic design course
Taught tutorials for Adobe InDesign, Photoshop, and Illustrator

Conferences

"The Paradox of Privacy: The Impact of Facebook Use on Privacy Attitudes and Behaviors" by Sangeetha Shanmugham and Stephen Salvitti, AEJMC, 2013

"How to Win Arguments and Influence People: The Many Facets of Online Persuasion" Panel Moderator, AEJMC Midwinter, 2013

"(Dis)connections in *Cloud Atlas*: A Textual Analysis of David Mitchell's Novel" PCA/ACA, Marriott Chicago, 2014