

# Nick Silverio

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## EDUCATION

### The Wharton School, University of Pennsylvania

Bachelor of Science in Economics, Individualized Concentration in Commercial Dance Management

GPA: 3.60 / 4.00, magna cum laude

Honors: Spade Senior Honor Award, Vice Dean's Award for Service, Penn 10, O4U Business '16, O4U Marketing '17

Courses: Hybrid Venture Management, Organizational & Entrepreneurial Management, Financial & Managerial Accounting, Statistics, Social Impact Marketing, Group Dynamics, Theatre Management, Entrepreneurial Marketing & Creativity

May 2018  
Philadelphia, PA

## PROFESSIONAL EXPERIENCE

### NYC Senior Master Coach

Solidcore, Inc.

Oct. 2018 – Present  
New York, NY

- Coach high intensity, strength-conditioning workout (15-20 classes/week) in-studio and virtually
- Provide individualized and consistent client experience to build lasting relationships with 1000+ clients
- Build digital marketing strategies to become highest-selling coach of New Client and Unlimited Memberships
- Pivot to new At-Home platform during COVID-19 to drive utilization, new client retention, and revenue

### Touring Sales and Merchandising Associate

Jo+Jax Activewear

Jan. 2015 – July 2016  
New York, NY

- Built and managed dozens of pop-up shops across the US and served as brand ambassador
- Maintained lux client shopping experience with extreme attention to detail in a fast-paced environment
- Collaborated with HQ on merchandising and product placement to exceed weekly profit goals by +\$10,000

### Pricing and Strategy Analyst Intern

PTC

June 2014 – Aug. 2014  
Needham, MA

- Analyze 15 years of transactions (\$10K to \$5M) in Excel with organized pivot tables
- Created expert PowerPoint presentations with clean, branded aesthetic and smart visual analyses
- Recommended contract-based discounting strategies to improve pricing and drive long-term revenue growth

## CREATIVE EXPERIENCE

### Choreographer

Television, Digital & Music Videos, Live Performance, Competition

Aug. 2015 – Present  
New York, NY

- So You Think You Can Dance (finalist solos, seasons 11, 12 and 14)
- First Burn (465K+ views), The Sparkling Diamond, Greedy for Freedom & Creep (Penn Counterparts)

### Performer

Television, Theater, Digital & Music Videos, Live Performance

Aug. 2014 – Present  
New York, NY

- Saturday Night Live, So You Think You Can Dance, America's Got Talent
- Two national tours, Madison Square Garden, Goodspeed Opera House, Riverside Theatre, Pioneer Theatre
- Mark Stuart Dance Theatre, Dance Lab NY, DanceBreak, Drama League Gala, Arts House Dance Company

## COLLEGIATE LEADERSHIP

### Performing Arts Council Executive Board, Dance Arts Council Chair, Finance Coordinator

University of Pennsylvania

Mar. 2017 – Mar. 2018  
Philadelphia, PA

- Represented and scheduled space for 12 dance companies to efficiently and equitably allocate resources
- Allocated a \$330K budget to 46 student groups (1500 students) for rehearsal and performance funding

### Career Preparation Skills Seminar, Co-Founder

The Wharton School, University of Pennsylvania

Oct. 2016 – Apr. 2018  
Philadelphia, PA

- Created and implemented a 5-week seminar to prepare undergraduate students for the career process
- Designed 75-page curriculum guidebook for Wharton Student Life Directors and Penn Career Services

### Wharton 101 Team Advisor/Teaching Assistant

The Wharton School, University of Pennsylvania

Aug. 2016 – Jan. 2018  
Philadelphia, PA

- Manage nonprofit consulting teams with focuses on group dynamics, effective feedback, and PowerPoint skills

## SKILLS & VOLUNTEER WORK

**Language:** Native English speaker, proficient in French (studied 9 years)

**Software:** Microsoft Office, Google G Suite, Slack, QuickBooks POS, Lightspeed POS, Miro, Figma, GarageBand, iMovie

**Volunteer Work:** Raised \$20,000 for Broadway Cares/Equity Fights AIDS, performed in Broadway Bares 2018-2019