

# Jason T. Jaslow

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## Qualifications Profile

Versatile professional with a wide range of expertise spanning more than 20 years with repeated success in startups, business management, marketing, data analytics, and software development.

- Skilled in planning, constructing, and launching pioneering business application tools through a strong comprehension of assorted complex Augmented Reality (AR) and Virtual Reality (VR) technologies.
- Adept in all components of product development, customer relationship management, operations analysis, and continuous process improvement.
- Exceptionally analytical with a dedication to excellence at all organizational levels.
- Talent for assessing and swiftly resolving complicated technical discrepancies.

### Core Technologies

<b>Software:</b>	Unity, ARCore, Vuforia, Microsoft Office Suite (Word, Excel, PowerPoint, Access), Adobe Creative Suite (Photoshop, InDesign, Illustrator), Blender
<b>Methodologies / Languages:</b>	C#, HTML, CSS, JavaScript, SQL, Search Engine Optimization (SEO), Search Engine Marketing (SEM), B2B Marketing, B2C Marketing
<b>Platforms:</b>	Google AdWords, Google Analytics, Windows OS

## Experience Highlights

Emerge Reality, Hoboken, New Jersey

### **Augmented Reality Software Engineer, 2018 – Present**

Take advantage of existing and emerging technologies to build innovative and user-friendly XR applications for business and consumer applications.

- Developed two successful Augmented Reality apps using Vuforia & Google ARCore (RollAR Ball, SnapSizAR).
- Presently pursuing three additional AR projects including a graphic design business application, a networked, multi-player facial recognition game, and an augmented reality entertainment experience.

Dove Tree Style, Hoboken, New Jersey

### **Founder / Head of Products & Analytics, 2004 – 2019**

Envisioned and co-founded a successful e-commerce design and printing company specialized in business application products. Introduced new products, identified and achieved all technical requirements, integrated in-depth marketing strategies, and tirelessly strove to optimize revenue. Secured valuable B2B partnerships, revitalized digital advertising, and bolstered social media outreach efforts.

- Assumed all-encompassing leadership role in building four e-commerce websites.
- Incorporated Google Analytics event tracking, site search, e-commerce, and goal conversion functions.
- Outperformed expectations in boosting sales and profitability by 378% and 566% respectively.
- Triggered CTR improvement of 30% while curtailing CPC by 5% through metrics-driven approach to A/B testing of innovative marketing initiatives.
- Configured customized landing pages for all marketing channels, generating growth of 278%.
- Overhauled email design, augmenting sessions by 55%, bookings by 36%, and revenue by 22%.

Continued...

Scholastic, New York, New York

**Senior Manager, Web Traffic and Operations Analysis, 2001 – 2003**

Directed all e-commerce, marketing, operational, and statistical reporting and analysis operations. Embraced far-reaching responsibility in analyzing key external business unit financial and marketing metrics, assessing results of ambitious online marketing initiatives, and formulating detailed recommendations to dramatically strengthen sales.

- Supported all facets of three separate e-commerce platforms, engaging educational platforms, and premium online content for leading properties, including Harry Potter and Clifford the Big Red Dog.
- Drove successful efforts to integrate modernized analytical technologies to directly link online visitor activities with sales data.
- Played instrumental role in propelling corporate-wide customer relationship management (CRM) project designed to connect offline and online consumer behavior.
- Interfaced with product development and marketing teams to ascertain objectives and fully comprehend gaps between goals and results.

EasyLink Services, New York, New York

**Director, Information Management and Analysis, 1997 – 2001**

Cultivated top-performing team of business analysts to meticulously study advertising revenue, appraise online user activities, and examine client acquisitions.

- Reported directly to President of Consumer Messaging and outlined elaborate business plans designed to accurately track key performance indicators (KPI).
- Articulated process improvement proposal aimed at solidifying member value and enhancing profitability, achieving monthly savings of over \$100K.

*Additional experience as **Investment Banking Analyst – Technology Group** at Credit Suisse First Boston and **Financial Analyst** at Prudential Financial*

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## Education and Credentials

**Bachelor of Science in Economics, Concentration in Finance**

Wharton School of the University of Pennsylvania, Philadelphia, Pennsylvania

**Bachelor of Applied Science in Computer Science**

University of Pennsylvania School of Engineering and Applied Science, Philadelphia, Pennsylvania • *Phi Kappa Psi*

*Certifications*

- **XR Development with Unity** – Circuit Stream
- **Build Websites from Scratch** – Codecademy
- **Build Front-End Web Apps from Scratch** – Codecademy

*Associations*

- **Competent Toastmaster (CTM), Former Treasurer**, Toastmasters International (Hoboken, NJ chapter)
- **Member**, American Mensa