

Alex Mason

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EDUCATION

Stevenson University, Owings Mills, MD,
Bachelor of Sciences, Marketing, May 2022,
Minor: Film & Moving Image
GPA: 3.2

SKILLS & EXPERIENCE

Microsoft Office, Adobe Photoshop, Illustrator, Design, Premiere, and Lightroom,
HTML and CSS, Photography, Videography, Social Media Marketing, Content
Marketing, Content Management Systems, Website Management, Email Marketing,
Marketing Plan Development, Analytics

SPECIAL PROJECTS

Marketing Plan for local Virtual Reality business @VR, January 2019-May 2019

- Developed and organized a fully detailed marketing plan alongside classmates in order to present to the company.
- Provided content deliverables and detailed plan on how to best implement suggested marketing plan.

Anniversary Logo Design, April 2022-May 2022

- Develop and design an anniversary themed logo based on logos existing design.
- Create additional creative deliverables and brand guidelines for the new anniversary logo.

LEADERSHIP ACTIVITIES

Vice President & Secretary, Marketing Connections, Stevenson University, July 2020 – May 2021

- Assisted in starting up and building awareness for club through social media and advertisements of events.
- Responsible for organizing meetings and event planning for club events.

Senator, Student Government Association (SGA), Stevenson University, October 2018 -2020

- Discuss and vote with fellow senators on new school policies and campus events.
- Debate with fellow senators on potential candidates for executive positions of the SGA

ADDITIONAL EXPERIENCES

Marketing Assistant, Koa Sports, Gaithersburg MD, September 2021-Present

- Assists in marketing efforts, such as social media content building, as well as logo and merch design.
- Take photos for the company's sports league games to later manage, edit, and upload them for public viewing.

Marketing & Social Media Coordinator, Mindful Healing Works, Dundalk MD, Oct 2022-Present

- Coordinate brand's marketing efforts, such as content management systems, social media, & website management.
- Assist coworkers in any additional administrative work.

Sports/ Candid Photographer, Legacy Studios, Severna Park MD, Oct 2022-Presnet

- Travel to assigned schools and take photo content of school's sporting or social events.