

MASON HADLEY

Online Portfolio - masonhadley.com

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QUALIFICATIONS PROFILE

Creative and technically adept digital communications expert highly skilled in translating diverse client requirements into aesthetically pleasing and effective digital and print products. Proven ability to coordinate multiple simultaneous projects while ensuring timely, error-free results; exemplary sense of style and composition with keen attention to detail. Extensive customer service and collaboration background to manage all aspects of complex projects including client relationship management, vendor liaison, content creation and multi-functional team coordination. Strong written and oral communication abilities; well-organized self-starter with superior attention to detail.

TECHNICAL PROFICIENCIES

Operating Systems: Windows; Mac; Linux

Software Applications/Programming: Adobe Creative Suite; MS Office; HTML/CSS; PHP/MySQL

PROFESSIONAL EXPERIENCE

GRAND VIN WINE MERCHANTS, OLYMPIA, WA 7/14 – Present

WEBSITE & MARKETING SPECIALIST

Manage and create content and marketing campaigns with a focus on custom tailored emails to targeted customer base of 15,000+ contacts. Monitor trends and reviews of latest wine vintages around the world to incorporate into marketing campaigns.

Key Achievements:

- Migrated old proprietary ecommerce platform to enterprise level hosted solution from Big Commerce. Customized graphics and layout to match business standards. 3,000+ SKUs re-categorized into a more user friendly faceted search model.
- Significantly increased volume of marketing campaigns, while streamlining production and conversion rates.
- Installed detailed analytics reports allowing managers to see conversion rates, referral sources and effectiveness of marketing campaigns.

HELIX GROUP, LLC, TUMWATER, WA 9/12 – 7/14

WEB DESIGN & DEVELOPMENT

Design and code client websites primarily in WordPress. Maintain client websites.

Key Achievements:

- Designed and launched multiple client websites optimized both for desktop browsers and mobile devices.
- Developed training materials for all new customers on WordPress and how to use it specifically for their needs.

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PRIVATE CONTRACTING, San Diego & Bay Area, CA, 6/09 – 7/14

WEB DESIGN & DEVELOPMENT

Designed, developed, and maintained websites for small to medium sized businesses. Delivered logos, UI concepts, printed materials, and general art direction for a wide range of clients from political campaigns to restaurants.

Key Achievements:

- Concept to completion development with fast turnaround times, within budget, and satisfied customers.

SACRED CHARMS INC, San Diego, CA, 1/08 – 6/09

WEB DEVELOPER & MARKETING SPECIALIST

Designed and implemented a full ecommerce website with over 300 products. Incorporated look and feel of current business design standards into 3rd party shopping cart, creating a complete custom design while maintaining an easy to use back end for inventory management and sales processing. SEO/PPC campaign management. Built and maintained relationships with wholesalers from leads generated online.

Key Achievements:

- Automated everything in the online store from credit card processing to a fully integrated shipping solution connected to the stores database.
- Gained #1 rankings for terms such as *Yoga Jewelry* in Google and other top search engines.

PINT INC, San Diego, CA, 1/07 – 10/07

PROJECT MANAGER

Managed all aspects of custom website design from initial client kick-off meetings to launching live sites. Worked with core teams to create project schedules, technical specifications, site architecture, and design compositions. Maintained existing client relationships and provided consulting on usability, design enhancements, advertising campaigns, and PPC/SEO recommendations.

Key Achievements:

- Successfully quoted and profited from inside sales opportunities ranging from complex flash animations to logo redesigns.

BIZX, San Diego, CA, 4/04 – 1/07

WEB PRODUCTION MANAGER

Spearhead production of tailored websites to meet budgetary guidelines and client schedules. Oversee new-site introductions while supervising multifunctional production teams. Provide creative direction for websites including graphic critiques, affiliate collaboration, business requirements and initial product introduction. Create company advertisements, establish and maintain relationships with advertisers and assess marketing campaign results. Coordinate requests between sales departments and web-based advertising companies. Support and train production staff.

Key Achievements:

- Quickly earned promotion from Web Production role into Manager of Production, Advertising, and Content Departments, with a total of 10 staff members.

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- Increased efficiency by collaborating with programming team to develop application to automate deployment of thousands of advertisements and designing new Web templates to streamline coordination between content and design teams.
- Highly effective Web Production Manager leading deployment of more than 75 travel-related websites, creating and maintaining hundreds of ads and advertisers and designing new Website templates to incorporate multiple existing Website styles.

PRIVATE CONTRACTING, San Diego, CA 9/01 – 4/04

WEB DESIGN & DEVELOPMENT

Delivered a wide array of print and web design services and products for diverse clientele. Created designs, concepts and sample layouts; determined size and arrangement of imagery and text. Generated project proposals based on thorough needs assessment and close liaison with clients; secured contractual agreements, invoiced customers, coordinated with vendors, printers and other specialists and provided regular status reporting.

Key Achievements:

- Designed websites for numerous clients including Washington Arbor Day Council, Empower Innovations, The Array Mbirra and Washington Community Forestry Council.
- Developed logos for companies including Synergy Communications, Array Instruments, Empower Innovations and Flatline Creations.

WASHINGTON STATE DEPARTMENT OF NATURAL RESOURCES (DNR), Olympia, WA, 6/00 – 9/01

WEB & GRAPHIC DESIGNER

Coordinated re-design of agency website with design, communications and information technology teams. Led project planning, development, introduction and maintenance and provided graphic oversight for all web-based and printed materials. Collaborated with other agency departments during new design implementation. Produced online internal/external newsletter. Maintained cross-platform environments. Converted documents into web-ready formats. Trained other staff members on infrastructure and site design.

Key Achievements:

- Led all phases of successful agency-wide website re-design project; contributed managerial, coordination and graphic design expertise.

EDUCATION/TRAINING

Bachelor of Arts in Digital Media/Fine Arts, 2000
THE EVERGREEN STATE COLLEGE – Olympia, WA