

Mason Hadley

masonhadley@gmail.com

619-246-8641

masonhadley.com

Education/Training

BA in Digital Media/Fine Arts

The Evergreen State College

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
- » Expert knowledge of Adobe Creative Suite
- » Expert knowledge of HTML/CSS
- » Ability to manage all aspects of complex projects including client relationships, vendor liaison and multi-functional team coordination
- » Strong written and oral communication abilities

Professional Experience

Grand Vin Wine Merchants, Olympia, WA 7/14 – 2/21

Design & Marketing Specialist

- » Manage and create content and marketing campaigns for web and print
- » Design custom emails to a targeted customer base of 15,000+ contacts
- » Monitor trends and reviews of latest wine vintages around the world

Key Achievements:

- Migrated outdated proprietary ecommerce platform to enterprise level hosted solution from Big Commerce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 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

Design & Development

- » Design and code client websites primarily in WordPress and maintain client websites

Key Achievements:

- 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

Design & Development

- » Designed, developed, and maintained websites and printed collateral for small to medium sized businesses
- » Delivered logos, UI concepts, business cards, brochures, 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