

MASON HADLEY

Marketing Strategist | Brand Builder | Creative Storyteller

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SKILLS

// CORE COMPETENCIES

- Marketing Strategy
- Leadership & Team Management
- Brand Development
- Campaign Optimization
- Cross-Functional Collaboration
- Creative Direction
- PPC & Paid Social
- CRM & Email Automation
- Web Strategy
- Analytics & Reporting
- Vendor & Agency Management
- Project Management
- UX/UI Principles

// TECHNICAL EXPERTISE

- Adobe Suite
- Microsoft 365
- CRMs - Slate, Keap, HubSpot
- BaseCamp
- Google Analytics
- Drupal & Wordpress
- Photography & Video

PROFILE

Strategic marketing leader with 15+ years of experience driving brand growth, enrollment, revenue, and digital transformation across higher education, retail, and creative industries. Expert in building high-performing campaigns, managing complex cross-platform initiatives, and aligning data, creative, and technology to deliver measurable results.

Known for modernizing marketing operations, elevating brand standards, and leading teams through high-visibility digital, web, and multi-channel projects. Brings deep expertise in creative direction, analytics, user experience, and organizational management to guide strategic decision-making and operational excellence.

WORK EXPERIENCE

December 2021 - Present | The Evergreen State College — Olympia, WA
COMMUNICATIONS LIAISON (CC3)

Lead strategy, planning, and execution of college-wide marketing, branding, and advertising initiatives. Manage multi-channel campaigns that increase awareness, enrollment, and engagement among diverse prospective student audiences. Direct cross-functional teams, vendors, and internal partners to advance institutional marketing goals.

Key Contributions:

- **Increased enrollment by 20%** by designing and leading targeted digital + print campaigns aligned with brand and recruitment goals.
- **Collaborated on the first major website rebuild in 10 years**, modernizing UX, navigation, and content strategy to improve conversion funnels for prospective students.
- Elevated PPC and paid social performance, boosting engagement and lead quality through optimized audience segmentation and creative refinement.
- Serve as a strategic advisor to leadership, enrollment programs, and student-facing offices, ensuring alignment across brand messaging, recruitment, and communications.

July 2014 - February 2021 | Grand Vin Wine Merchants — Olympia, WA
DESIGN & MARKETING SPECIALIST

Managed multi-platform marketing for a high-volume niche retail brand, supporting revenue, customer retention, and digital expansion.

EDUCATION

1996-2000

BA - Digital Media/Fine Art
The Evergreen State College

Key Contributions:

- Migrated an outdated proprietary e-commerce system to a modern **enterprise BigCommerce platform**, optimizing product structure, SEO, and UI.
- Designed and executed targeted email campaigns to **15,000+ customers**, improving engagement through segmentation and industry-driven content.
- Produced brand-aligned graphics, layouts, and promotional materials that improved visual consistency and customer trust.
- Translated wine vintage trends and market insights into campaigns that influenced purchasing behavior and increased sales.

September 2012 -
July 2014

Helix Group, LLC — Tumwater, WA
Designer & Developer

Built client websites, improved digital experiences, and supported marketing strategy for small and mid-sized businesses.

Key Contributions:

- Launched multiple responsive, SEO-optimized WordPress sites that improved brand visibility and customer engagement.
- Created training resources that helped clients manage and scale their own web content.
- Implemented analytics tools enabling clients to track conversion rates, referral sources, and campaign performance.

July 2009 -
July 2014

Independent Contracting — West Coast
Designer & Developer

Delivered full-scope creative and marketing solutions for regional businesses, nonprofits, political campaigns, and hospitality brands.

Key Contributions:

- End-to-end development of websites, brand identities, and collateral that supported client growth and brand strategy.
- Fast, budget-conscious delivery with consistent repeat business based on quality, reliability, and results.