

# Carson Ann Mason

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## **EXPERIENCE**

### **Papa Johns International**, Atlanta, GA — *Manager of Advertising Copy & Content*

July 2022 - Present

- Write and edit copy to support national and local brand marketing collateral across print, direct mail, email, web, SMS and push notifications.
- Lead development of best in class copy documentation including style guides, best practices documents, etc. to align with brand tone documentation.
- Develop advertising briefs for marketing assets to support promotional campaigns across platforms.

### **Atlanta Falcons**, Flowery Branch, GA — *Social Media Manager*

March 2020 - July 2022

- Managed the content calendar, digital fan engagement and social media strategy for the Atlanta Falcons on Twitter, Facebook, TikTok, Instagram, LinkedIn, GIPHY and YouTube.
- Led paid social media strategy, including the 2022 lead gen campaign for PSL member acquisition, earning a 6-to-1 return on ad spend (3x the industry standard of 2-to-1 return on spend).

### **Milwaukee Bucks**, Milwaukee, WI — *Digital Content Coordinator*

Jan. 2019 - March 2020

- Managed social media execution across platforms with a team of four full-time employees.
- Led the Bucks to become the first NBA team on TikTok, earning nearly 1 million followers in 2019.

### **University of South Carolina Athletics**, Columbia SC - *Communications Assistant*

Dec. 2017 - Jan. 2019

- Managed external communications and content creation as the primary contact for women's tennis.
- Increased team's Facebook reach by 270% and Twitter engagement by 115% through a data-driven strategy and athlete-produced UGC content.

### **Pittsburgh Penguins**, Pittsburgh, PA - *New Media Intern*

May 2018 - Aug. 2018

- Ideated and executed upon digital sponsored content campaigns and captured content for the Pittsburgh Penguins' social media accounts and website.

## **EDUCATION**

University of South Carolina

Bachelor of Arts in Public Relations (2018)

GPA: 3.95

## **PLATFORMS**

Adobe Creative Cloud (Premiere Pro, Photoshop, Indesign, Lightroom, Audition, etc.), Copywriting, Canva, HubSpot, SEO, Meta Business Suite, TikTok, Video Editing, YouTube Creator Studio, LinkedIn Ads