

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