

# Carson Ann Mason

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## **Papa John's International, Atlanta, GA — Social Media Manager**

July 2022 - Present

Manage the content calendar and organic social media accounts for Papa John's International (@papajohns) across Facebook, Twitter, Instagram, TikTok, YouTube, Snapchat and LinkedIn.

Grew the company's LinkedIn following by 19% over a 6-month span.

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

March 2020 - July 2022

Managed the organic content calendar and gameday posting strategy for the official Atlanta Falcons accounts.

Led paid social media strategy including the 2022 lead generation campaign for PSL membership acquisition, earning a 6-to-1 return on ad spend (3x the industry standard of 2-to-1 return on ad spend).

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

Jan. 2019 - March 2020

Executed gameday posting strategy and managed two full-time interns for the Bucks' organic social media platforms.

Led emerging platform strategy, becoming the first NBA team on TikTok and growing the account to 900,000 followers in 15 months.

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

Aug. 2018 - Jan. 2019

Served as the primary contact for the women's tennis team, managing all external communications.

Increased the team's Twitter following by 12%, the team's Instagram following by 15% and its organic Facebook reach by 270%.

## **EDUCATION**

University of South Carolina, Columbia, SC — *Bachelor of Arts in Public Relations*

2015 - 2018 | GPA: 3.95

**SKILLS:** Instagram, Facebook, Twitter, TikTok, YouTube, LinkedIn, Adobe Photoshop, Adobe Premier Pro, Lightroom, Paid Social, Copywriting, Canva, Graphic Design, Video Editing