

# CARSON ANN MASON

Milwaukee, WI

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## EXPERIENCE

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### **MILWAUKEE BUCKS**, Milwaukee, Wis.

Digital Content Coordinator, Jan. 2019 - Present

- Create, package and publish daily digital content on gamedays and non gamedays for the Milwaukee Bucks' official social media channels including [Twitter](#), [Instagram](#), [Facebook](#), Instagram Stories and [Bucks.com](#).
- Developed the platform strategy and manage the [Bucks' official TikTok](#), [GIPHY](#) and [Snapchat](#) accounts. Grew the TikTok following to 425,000+ followers in five months, earned 160 million GIPHY views in 3 months and increased Snapchat following by 41% in 11 months.
- Manage @BucksProShop retail social media accounts. Grew [Instagram](#) following by 51%, [Facebook](#) by 40% and [Twitter](#) by 18% in 11 months while driving more than 35,000 URL clicks to [shop.bucks.com](#).

### **PITTSBURGH PENGUINS**, Pittsburgh, Pa.

New Media Intern, May 2018 – August 2018

- Drafted post copy and developed analytics reports using Track Maven for Penguins' [social media](#) and site.
- Collaborated with sponsorship to maintain a content calendar and drive revenue from digital platforms.

### **ATLANTA FALCONS**, Atlanta, Ga.

Gameday Communications Crew, August 2018 – Dec. 2018

- Supported Falcons' PR staff with press box duties and player interviews for all 2018-19 home games.

### **UNIVERSITY OF SOUTH CAROLINA ATHLETICS DEPARTMENT**, Columbia, S.C.

Social Media Intern, August 2018 – Dec. 2018

- Assisted in community management for [@GamecocksOnline](#) and [@GamecockFB](#) social media accounts by monitoring, servicing and engaging with fans across Twitter, Facebook and Instagram.

Communications and Public Relations Student Assistant, Jan. 2018 – Dec. 2018

- Served as the sports information director for the women's tennis team from January – May 2018, managing all communications and social media for the team's official accounts and website.
- Increased [Twitter](#) followers by 12% and Instagram followers by 15% and grew [Facebook](#) reach from 3,015 (Dec. 2017) to 84,171 (May 2018) over a five-month span.

Video Production Assistant, Jan. 2016 – May 2016

- Filmed, logged and edited sporting event highlights for use on Gamecock Athletics social media and website.

### **MLB ADVANCED MEDIA/MLB.COM**, Milwaukee, Wis.

Milwaukee Brewers Associate Beat Reporter, May 2017 – Aug. 2017

- Covered Brewers' home games on deadline and wrote feature stories for [Brewers.com](#), official team website.

### **THE STATE NEWSPAPER (65,000 Circ.)**, Columbia, S.C.

Sports Correspondent and Freelance Reporter, Aug. 2015 – Jan. 2018

- Wrote editorial and feature stories on South Carolina and local athletes for the state's largest newspaper.
- Broadcasted post-game recap videos and assisted in coverage of South Carolina football games.

## SKILLS

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Twitter, Instagram, Instagram Stories, Weibo, Facebook, Snapchat, YouTube, TikTok, Adobe Creative Suite, Premiere Pro, AP Style, Copywriting, Video Editing, Community Management, Simply Measured, Hootsuite

## EDUCATION

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Bachelor of Arts in Public Relations, Dec. 2018, GPA 3.95

University of South Carolina, Columbia, S.C.