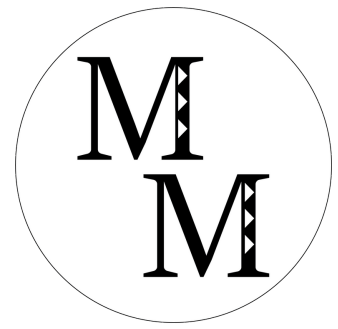


MASON MEEKER

DIGITAL MARKETING



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PROFESSIONAL QUALIFICATIONS

- Professional experience handling social media such as Facebook and Instagram,
- Experience in both the Microsoft and Adobe suite
- Certifications in Google Analytics, Google Ads, Hootsuite, and HubSpot
- Content creation skills including graphic design and written content
- Experience running email marketing campaigns

WORK EXPERIENCE

MARKETING SPECIALIST

Skagit County Parks, Recreation, and Fair
June 2019 - September 2019

- Operated professional social media pages
- Created content such as social media posts, print ads, and digital ads
- Ran email marketing campaigns
- Coordinated various paid advertisement campaigns
- Experienced working with other businesses to gain sponsorship opportunities

DEPARTMENT MANAGER

Grocery Outlet
January 2016 - August 2017

- Managed meat department, developing strong skills in leadership and communication
- Helped lead a 50% sales increase over a year
- Developed exceptional customer service skills

EDUCATION

WESTERN WASHINGTON UNIVERSITY
Bellingham, Washington

Business Administration - Marketing
Minor: Psychology
Winter 2020

RELATED COURSEWORK

Integrated Marketing Communications

- Learned Adobe suite
- Learned how to develop a complete IMC plan

Fundamentals of Market Research

- Developed skills in SPSS statistical software and University Reporter
- Looked into how businesses analyze data to make business decisions

Buying Behavior and Analysis

- Behavioral Analysis Team Project: Developed marketing recommendations for a live client (LAW Advocates, Bellingham WA)

Digital Marketing

- Acquired certifications in Google Analytics, Google Ads, Hootsuite, and Hubspot