



Mason Reed

COMMUNICATIONS, PUBLIC RELATIONS,
& MARKETING

SKILLS

- Organizational Communication
- Project Management
- Collaboration
- Creative Writing
- Mass Communication Strategies

EDUCATION

University of Evansville 2020-2022

- B.S. Communications
 - Specificity: Advertising & Public Relations
 - Minor: Business

Ivy Tech Community College 2016-2020

- A.G.S. General Studies
- A.S. Liberal Arts

*Obtained both while still completing highschool.

Technical Skills

- Graphic Design
- Web Design
- Social Media Promotions
- Advertising Placement

CONTACT

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PROFILE

I am a young marketing professional that has balanced working as a B2B and B2C sales promoter and a non-for-profit marketer, post graduation. In these roles I have taken on many challenges such as graphic design, event development, public relations, and web design.

WORK EXPERIENCE

Sales Promotions Evansville Winsupply

Oversee all in-house and outside marketing endeavors. Social media management and content creation. Sales calls and new customer inquiries. Appointed "Digital Champion," in charge of customer communication and setup for new and existing e-Commerce accounts.

Marketing & Event Development ARG Evansville

Arrange event-specific donations. Create relationships for lasting event sponsors and donors. Oversee event promotions, design and aesthetics, as well as onsite management. Social media management, web design, and content creation.

Accomplishments

-Increased social media following by 30%.

Evansville Winsupply

-Created mass promotional material for colleagues.

Evansville Winsupply

-Managed charity dinner including staff, decor, guests, sponsors, etc.

ARG Evansville

-Designed all event print media, including custom sponsorship table cards.

ARG Evansville