

# CALLEE MASON

GRAPHIC DESIGN || WEB DESIGN + DEVELOPMENT

---

## PERSONAL PROFILE

---

An experienced graphic and web designer looking for a job in web design and development in order to further expand skills - have worn many digital marketing and design hats and bring valuable assets in multiple areas and a willingness for continued learning.

## CONTACT DETAILS

---

(405)830-0987  
connect@calleemason.com  
calleemason.com  
Bethany, Oklahoma

## SKILLS AND ABILITIES

---

- Adobe Creative Suite  
(emphasis: Illustrator, Photoshop, XD, and Lightroom)
- Affinity Designer and Affinity Photo
- WordPress  
(site design and creation, content layout and maintenance)
- HTML, CSS, and basic JavaScript
- Social Media Strategy and Content Development
- Email Marketing
- Copywriting
- Photography and Photo Editing
- Videography and Video Editing
- Google Analytics
- Facebook and Instagram Ads

## OTHER ASSETS

---

- Fast (and continuous) learner
- Detail oriented and organized
- Efficient
- Strong communication and interpersonal skills
- Problem solver
- Personnel and event management experience
- Hard working

## EMPLOYMENT HISTORY

---

### Digital Media & Marketing Director

Solid Rock Basketball | Oct. 2017 - Present

Enhance and maintain the business's social media marketing, website design and maintenance, online registrations, photography, video marketing, various print collateral, online advertising and advertising partnerships as well as game live streaming. Also, oversee and direct K-2nd grade winter league consisting of 50+ teams.

### Interactive Director

Needle + Hay Creative | Oct. 2015 - Oct. 2017

Researched various industry strategies dependent upon client field of business. Created and maintained websites for clients in a variety of fields utilizing WordPress and Craft CMS. Developed additional website features such as content & photography. Strategized and created content for clients' social media advertising campaigns and communicated with clients to best serve their needs. Implemented current marketing trends, designs, user interface and experience tools.

### Jr. Web Designer

Big Wing Interactive | May 2015 - Oct. 2015

Designed websites and web graphics for WordPress theme development for various clients and businesses. Constructed helpful infographics for both web and print use.

### Freelance Graphic & Web Designer

Mason | January 2015 - Present

Structure and build WordPress websites, conceive logo design and business branding, provide photography including portrait and event, devise print graphics and collateral elements.

## ACADEMIC PROFILE

---

### Southern Nazarene University

MBA, Class of 2018

- Delta Mu Delta Honor Society

### Southern Nazarene University

BA in Graphic Design, Class of 2015

- Student Gov.: Campus Communication and Design Representative
- Scholarship Athlete: Varsity Basketball Player and Captain
- Student-Athlete Advisory Committee (NCAA SAAC) Member