

CALLEE MASON

GRAPHIC DESIGN || UI/UX DESIGN || DIGITAL MARKETING

PERSONAL PROFILE

Versatile graphic and UI/UX designer with a proven track record in digital marketing. My strength lies in my ability to quickly learn and adapt and take ownership of projects. Driven to create meaningful and user-centric designs that not only captivate but also deliver tangible results. Eager to expand my experience and skills in a dynamic environment.

CONTACT DETAILS

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

TECHNICAL SKILLS AND ABILITIES

- Design: Adobe Creative Suite (Illustrator, Photoshop, XD, Lightroom), Figma
- Web Development: WordPress (site design, content layout, maintenance), HTML, CSS, basic JavaScript
- Marketing: Social Media Strategy and Content Development, Email Marketing, Copywriting
- Visual Media: Photography, Photo Editing, Videography, Video Editing
- Analytics: Google Analytics
- Advertising: Social Media Advertising

ADDITIONAL QUALIFICATIONS

- Fast learner with a continuous drive for growth and development
- Detail-oriented, organized, and highly efficient
- Strong communication and interpersonal skills
- Proactive problem solver with a creative and solutions-oriented mindset
- Experienced in personnel and event management

EMPLOYMENT HISTORY

Digital Media and Marketing Director

Solid Rock Basketball | Oct. 2017 - Present

Spearhead the enhancement and maintenance of the business's online presence. This encompasses various crucial aspects, including social media marketing, website design and maintenance, online registrations, photography, video marketing, print collateral, online advertising, and advertising partnerships. Take charge of managing brand representation and overseeing all digital marketing facets to ensure a cohesive and impactful online presence.

Freelance UI/UX and Graphic Designer

weCreate Web Design | May 2022 - Present

Design websites and web graphics for WordPress theme development. Leverage design skills to enhance user experience and maximize conversion rates. Additionally, take on the responsibility of overseeing the company's social media strategy, design, content development, and advertising to ensure a cohesive and effective online presence.

Freelance Graphic and Web Designer

Douglas Shaw & Associates | June 2022 - Present

Design templates and graphics for email marketing, website landing pages, website banners, and online display advertising. Compose, design, and animate videos and graphics for social media ads.

Interactive Director

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

Researched industry strategies tailored to clients' specific business fields. Designed and maintained websites for clients across diverse industries, utilizing WordPress and Craft CMS. Developed additional website features, including content and photography, to enhance user experience. In collaboration with clients, strategized and designed engaging content for their social media advertising campaigns. Stayed up-to-date with latest marketing trends and incorporated effective user interface and experience tools to boost business engagement and improve outcomes.

ACADEMIC PROFILE

Southern Nazarene University

MBA, Class of 2018

- Delta Mu Delta Honor Society

BA in Graphic Design, Class of 2015

- Student Gov.: Campus Communication and Design Representative
- Scholarship Athlete: Varsity Basketball Player and Captain