

CALLEE MASON

WEB OPTIMIZATION + DESIGN LEADERSHIP + BUSINESS DEVELOPMENT

Multidisciplinary designer with 10+ years of experience across UI/UX, graphic design, and digital marketing. Proven ability to drive brand engagement, optimize digital experiences, and lead cross-functional design projects for e-commerce, SaaS, and nonprofit sectors. Highly skilled in Adobe Creative Suite, WordPress, Figma, and comprehensive digital marketing strategy.

SKILLS

- Design: Adobe Creative Suite, Figma
 - Web Dev: Wordpress, Craft, Squarespace, HTML/CSS/JS, e-Commerce
 - Marketing: Email, Social Media, Copywriting, Advertising, Automated
 - Visual Media: Photography/Videography & Editing, Motion Graphics
 - Analytics & Advertising: SEO, Semrush, Google Analytics
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EXPERIENCE

BUSINESS DEVELOPMENT MANAGER

Professional Insurors 03/2025 - Present

Digital marketing and optimization specialist with hands-on experience in creating and managing high-performing landing pages and strategic content. Adept at analyzing website health and campaign performance to drive continuous improvement and user engagement. Brings a creative, data-informed approach to enhancing digital presence, generating leads and supporting business growth.

GRAPHIC DESIGNER/E-COMM DESIGNER

Branching Minds, M-D Building Products 09/2023 - 03/2025

Created print and digital designs including sales collateral, infographics, packaging, POP, and eCommerce assets. Contributed to Shopify and Amazon design, edited multimedia content, and maintained brand consistency across all visual materials.

UI/UX DESIGNER

WeCreate Web Design 05/2022 - 09/2023

Designed websites and web graphics for WordPress theme development of over 10. Leveraged design skills to enhance user experience and maximize conversion rates.

COMMUNICATIONS & CREATIVE DIRECTOR

Solid Rock Basketball 10/2017 - 09/2023

Managed brand representation and oversaw all digital marketing communications ensuring a cohesive, impactful online presence. Spearheaded creative ad efforts including social media, web design, photography, videography, print collateral, and ad partnerships. Directed digital marketing strategy, growing social engagement by 200% and increasing web traffic by 50% over two years.

INTERACTIVE DIRECTOR

Needle + Hay Creative 10/2015 - 10/2017

Designed and managed WordPress and CraftCMS websites, creating cohesive layouts, themes, and content assets. Planned and executed social media campaigns, designing branded graphics and ads to ensure visual consistency and oversaw a team of interns to support project execution.

EDUCATION

SOUTHERN NAZARENE UNIVERSITY

MBA / Class of 2018

B.A. in Graphic Design / Class of 2015