

MASON BURCHAM

SENIOR CONTENT STRATEGIST

OBJECTIVE: With over three years of experience at an advertising agency and a proven track record in art direction, account management, and strategic campaign orchestration, I'm seeking to leverage my expertise to contribute to a dynamically creative work environment.

WORK EXPERIENCE



Senior Content Strategist

Matmon

September 2021 - Present

- Spearheaded visual content development across various industries, achieving a ~15% increase in engagement rates by employing innovative design strategies.
- Orchestrated digital campaigns that enhanced consumer traffic to client websites, resulting in a ~13% rise in click-through rates through targeted content creation.
- Demonstrated expertise in front-end web development and art direction, significantly improving user experience and brand image for national brands spanning multiple industries.



Media Specialist (Contract)

Harding University - International Office

May 2021 - September 2021

- Elevated Harding University's international profile by producing compelling videos for the website, leading to a significant increase in study-abroad program enrollment, as evidenced by enhanced student participation rates.



Social Media Manager

Midnight Oil Coffeehouse


December 2019 - September 2021

- Led the strategic overhaul of social media content across multiple platforms, achieving a 55% surge in follower base and a 41% increase in engagement rates by crafting compelling visual narratives.
- Redesigned the company website to elevate functionality and user experience, which catalyzed a significant uptick in site traffic and bolstered visitor engagement.
- Orchestrated the development and implementation of engaging photo and video content, directly contributing to a 41% uplift in user interaction and fostering a vibrant online community.

CONTACT

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EDUCATION

BA Media Production & Marketing

Harding University 2017-2021

GPA 3.97

RELEVANT SKILLS

- Adobe Creative Suite
- Photography/Videography
- Graphic Design
- Copywriting
- Licensed Drone Operator (Part 107)

AWARDS/PUBLICATIONS

- Published in November 2021 Issue of People Magazine
- 2021 Media Production Student of the Year