

Katie Mason

<https://www.katie-mason.com> | (641) 420-5441 | ktmason98@gmail.com

Education

Colorado State University, Fort Collins, CO

Expected Graduation May 2027

Master of Communication & Media Management

Relevant Coursework: Digital Media Research & Evaluation Methods, Digital Media Writing & Production, Advertising & Marketing Communications

Projects:

- Comprehensive Communication Strategy for professional runner Olin Hacker to increase exposure, gain clients, and secure sponsors
- Blood donor recruitment communication plan for the Red Cross of Colorado
- Social Media Campaign Pitch to CSU's Social Media team for commencement

Coe College, Cedar Rapids, IA

Graduated May 2021, Cum Laude

Bachelor of Arts, Psychology & English

Honors: Member of Alpha Lambda Delta, Psi Chi, and Phi Kappa Phi Honor Societies; Top 10% of graduating class

Experience

University of Northern Colorado

October 2021 – Present

Operations Specialist, Student Academic Success

- **Digital Media Management:** Execute & optimize strategies to increase engagement of Student Academic Success digital media, producing a 13% engagement rate on social media and an open rate of 15% on a tutoring email marketing campaign.
- **Marketing & Branding:** Develop & implement internal marketing strategies to increase usage of Student Academic Success services, resulting in a 150% increase in registrations for a financial literacy web service. Adhere to UNC's brand guidelines to ensure consistent messaging.
- **Project Management:** Successfully led a campus-wide First Gen Week video campaign and regularly coordinate multiple cross-departmental projects.
- **Team Leadership:** Lead a front desk team & student intern, fostering a collaborative and inclusive environment.

Coe College Admissions

September 2017 – May 2021

Student Operations Assistant

- **Administrative support:** Streamlined student record processing by developing a more efficient workflow in Slate CRM, prepared prospective student mailings, and monitored the Admissions email inbox.

Leadership

Leadership Team Member | Student Academic Success, UNC

October 2021 – Present

- Organize meetings, propose and implement area-wide changes, maintain necessary records and documentation of area work, and represent the area on university-wide committees.

Member | Website Rebuild Steering Committee, UNC

January 2024 – Present

- Represent Student Academic Success and its needs on a new site by providing feedback and coordinating updates.

Captain | Women's Golf, Coe College

August 2019 – May 2021

- Led the team, provided mentorship, and represented the team to outside organizations, including the NCAA and sponsors.

Skills

Communication & Marketing: Canva, Adobe Premiere, CapCut, Social Media Analytic Tools, Google Analytics, WordPress, Slate CRM

Technical: Microsoft Office & Google Suites, Canvas LMS

Soft: Teamwork, Analytical Thinking, Strong Communicator, Attention to Detail, Creative Problem Solving, Cultural Competency