



Mason Severe

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EDUCATION

California Polytechnic State University, San Luis Obispo

San Luis Obispo, CA

Bachelors/Undergraduate

September 2014 - March 2018 (Estimated)

- **Business Administration**, Concentration: **Marketing Management**, GPA: **3.40**
- Relevant Coursework: New Product Development and Launch | Product Management | Marketing Analytics and Business Intelligence | Listening to the Customer | Principles of Marketing
- **Dean's List**: Spring 2015, Winter 2016, Fall 2016, Winter 2017, Spring 2017

MARKETING EXPERIENCE

Cal Poly

San Luis Obispo, CA

Client-based Ad and Email Campaign Simulation

January 2017 - March 2017

- Managed and executed an ad-based product campaign with a budget of \$60,000
- Built and improved SEO with product landing pages, meta descriptions, and keyword optimization
- Wrote and established an email campaign distributed to over 12,000 subscribers
- Improved ROI on advertised products by over 400%

WORK EXPERIENCE

Global Upside, Inc.

Santa Clara, CA

Marketing Intern

June 2017 - Present

- Responsible for corporate blog and social media outreach for company website
- Customized meta data including titles, descriptions, and keywords for the company websites to improve SEO and search traffic
- Assisted with marketing efforts on a widespread email campaigns sent out to over 2,000 constituents
- Researched and composed international overview briefs to be distributed to HR specialists responsible for corporate relations

Boutique Hotel Collections

San Luis Obispo, CA

Accounts Receivable Intern

June 2016 - September 2016

- Audited and reconciled daily safe funds totaling between \$12,000-\$15,000 weekly
- Collected and distributed nightly petty cash deposits
- Organized and constructed monthly Credit/Debit spreadsheets
- Worked with suppliers to manage, notate, and file current and past invoices

LEADERSHIP EXPERIENCE

Cal Poly American Marketing Association

San Luis Obispo, CA

Director of the Cal Poly Marketing Career Conference

March 2017 - Present

- Conceptualized and executed overarching thematic elements for the conference
- Contacted and enlisted corporate partners to participate in the conference
- Led sub-committee meetings to delegate responsibilities to other elected participants
- Hosted and facilitated a Pitch Competition for students in the business college to showcase new product ideas

SKILLS

- **Technical**: Tableau | Wordpress | SPSS | Qualtrics | Google Suite | Microsoft Office
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