

SM

SKYLAR MASON

EXPERIENCE

Edelman - Account Supervisor, B2B Communications

Portland, OR

09/2019 - Current

- Executes day-to-day operations of multiple B2B accounts simultaneously in sectors including aerospace, energy, manufacturing, banking, F&B and retail.
- Manages LinkedIn executive positioning program for the CEO of a Fortune 500 company resulting in over 100k impressions each quarter and 177% increase in the CEO's followers since program launch.
- Builds earned media relations campaigns for client announcements; sends custom pitches, coordinates interviews and tracks coverage in top-tier, trade and local news outlets.
- Specializes as content strategist and copywriter, developing materials from ideation to execution including social content, blog posts, press releases and briefing materials.

Cochlear Americas - Copywriter

Remote

06/2016 - 06/2019

- Wrote over 120 articles for weekly publication on Cochlear's consumer-facing blog, newsletter and social channels. Interviewed other recipients on their experiences receiving, and benefitting from, the technology.

Visit Phoenix - Media Relations Intern

Phoenix, AZ

01/2019 - 05/2019

- Produced five monthly email newsletters for journalists on news, business openings, and upcoming events in Phoenix.
- Planned and guided incoming press trips with journalists and influencers in exchange for national coverage.

The New York Times - Marketing and Campus Ambassador

Phoenix, AZ

08/2017 - 05/2018

- Worked directly underneath The New York Times' Customer Success Manager to promote the publication to ASU staff and students through presentations, networking, on-campus events and social content.

✉ SkylarMasonAZ@gmail.com

📍 Portland, OR

EDUCATION

Walter Cronkite School of Journalism, Arizona State University

Bachelor of Arts: Journalism and Mass Communication

- Graduated summa cum laude as a member of Barrett, the Honors College, studying journalism with an emphasis in public relations.
- Earned a minor in digital audiences from the Walter Cronkite School of Journalism and a certificate in sales and marketing from the W.P. Carey School of Business.
- Served as a reporter then editor at the student newspaper, The State Press. Wrote over 50 articles and managed a team of 12+ reporters.

SKILLS

- Experienced in Microsoft Office Suite, Teams, WordPress, Canva, Muck Rack and Salesforce Pardot.
- Organized and adept at multitasking to meet every deadline across 4-5 accounts simultaneously.
- Skilled in newswriting, copyediting and AP Style; avid reader and writer with meticulous attention to detail.