

# SKYLAR MASON

## EXPERIENCE

### **Edelman - Senior Account Supervisor, B2B Communications**

Portland, OR

2019 - Current

- Executes day-to-day PR operations of multiple B2B clients simultaneously in sectors including energy, aerospace, 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 300% increase in the CEO's followers since program launch.
- Builds earned media relations campaigns for client announcements; sends custom pitches, coordinates interviews and tracks media coverage in top-tier, trade and local 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

2016 - 2019

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

### **Visit Phoenix - Media Relations Intern**

Phoenix, AZ

2019 - 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

2017 - 2018

- Worked directly underneath The New York Times' Customer Success Manager to promote the publication to ASU staff and students through presentations, networking, and on-campus events. Managed the "New York Times For ASU" pages on Facebook, Twitter, and Instagram.

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📍 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.