

Mason DeLuca

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SUMMARY

Dynamic marketing professional with over 4 years of experience in developing and executing marketing strategies within cross-functional environments. Effective in aligning marketing initiatives with sales objectives and driving the success of demand generation programs. Skilled in creating compelling content across digital platforms and managing multi-channel campaigns to drive success and deliver measurable results.

EDUCATION

University at Buffalo, The State University of New York

05/2022

Bachelor of Science, Business Administration, Marketing

Minor in Psychology

Honors: *cum laude*

TECHNICAL SKILLS

Salesforce, Microsoft Office, Google Workspace, Figma, WordPress, Canva, Gen AI tools, HTML, Adobe Lightroom

EXPERIENCE

CALERO, Rochester, NY (Remote); **Senior Marketing Specialist**

10/2022 – Present

- Strategize effective marketing plans across social media, email marketing, and events using data to inform decisions
- Create and oversee project plans with measurable KPIs, deadlines, and budget based on sales and company objectives
- Support sales team by aligning content, sales enablement tools, and lead generation efforts with the marketing team
- Analyze and present trends, KPIs and research survey results to guide strategies and identify areas for improvement
- Manage company's social media presence which resulted in a 37% increase in impressions in a 90-day span
- Plan, write, and design all marketing emails, resulting in a 10% increase in average open rate over a 6-month span

BLACKSTONE LAUNCHPAD, Buffalo, NY; **Project Manager**

09/2019 – 05/2022

- Developed guerrilla marketing tactics that led to highest participants of any year prior for the two largest competitions
- Manage event team to meet deadlines, create marketing materials, and guide marketing campaigns for multiple events
- Organized logistics, promotion, and execution of over 10 entrepreneurship business competitions over 4 semesters
- Ideated and executed multiple social media campaigns to raise awareness of upcoming events to encourage sign-ups

STARPRO, Buffalo, NY; **Digital Marketing Intern**

02/2020 – 05/2020

- Enhanced the user experience of company's website by revamping readability, layout, and user flow
- Implemented company's Google Analytics to increase website traffic, improve user flow, and measure demographics
- Trained marketing team on LinkedIn Sales Navigator to target specific market segments and demographics
- Generated spreadsheets to organize and analyze data points of hundreds of leads to streamline outreach

PROJECTS

Inclusive Launch, **Entrepreneurial Competition**; Blackstone LaunchPad

- Cultivated a business plan, including customer segmentation and financials, for a meal on-the-go product concept
- Conducted market research by interviewing potential target demographics and used feedback to improve next iteration
- Presented the product, financials, and target market to a panel of business founders and earned second-place title

CERTIFICATIONS

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| • Product Management Certification II (Pragmatic) | 11/2024 |
| • Design User Experience for Social Good (Google- Coursera) | 05/2024 |
| • Build Wireframes and Low-Fidelity Prototypes (Google- Coursera) | 05/2024 |
| • Create High-Fidelity Designs and Prototypes in Figma (Google- Coursera) | 04/2024 |
| • Conduct UX Research and Test Early Concepts (Google- Coursera) | 03/2024 |
| • Google Analytics for Beginners Certificate | 01/2021 |