

JUDSON MASON

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EDUCATION

The University of Alabama, Tuscaloosa, AL

Master of Science in Marketing, May 2022

Concentration: Marketing Operations and Management GPA: 3.8/4.0

The University of Tennessee, Knoxville, TN

Bachelor of Arts in Political Science, May 2019

Major: Public Administration GPA: 3.4/4.0

SKILLS

Computer: UX Design, Adobe Creative Suite (Photoshop, InDesign, Illustrator), Microsoft Suite (Word, Excel, PowerPoint)

Professional: B2B, B2B2C, Project management, email marketing, social media marketing, brand development, event planning

WORK EXPERIENCE

Mohawk Industries, Calhoun, GA

Marketing Manager, Technical and Sustainability May 2022 – Present

- Manage key messaging and strategy supporting Mohawk Group's sustainability initiatives and multiple technology brands
- Coordinate with sales, segment marketing managers, and communications teams to ensure effective communication and success of all new product launches and campaigns

Dealers Warehouse Corporation, Knoxville, TN

Associate Director of Marketing, December 2020 – Present

- Oversaw all marketing and advertising efforts for a ~\$150M building materials company and its three subsidiaries
- Executed strategic processes that contributed to an 103% increase in sales in FY2021 over FY2020
- Oversaw a full brand audit and overhaul
- Took department from annual \$50,000 loss to annual \$135,000 surplus by implementing new funding strategies

Marketing Manager, May 2019 – December 2020

- Managed team that created an eCommerce platform that is now leading driver of sales within the organization
- Oversaw website redesign that resulted in 60% increase in website traffic
- Maximized profits by converting on-campus trade show to a virtual experience that was designed in-house

Marketing Specialist, August 2016 – May 2019

- Increased email audience from 400 to 2,200+
- Tracked customer data to find growth opportunities and potential sales targets
- Planned and oversaw multiple annual events that ranged between 120 – 1,200 attendees

LEADERSHIP EXPERIENCE

Alumni Association Chair, *Department of Alumni Relations*, Temple Academy, Knoxville, TN, January 2016 – January 2019

- Supervised fundraising and allocated funds for both capital campaigns and scholarships
- Created communications platform that grew the department's new and old alumni information database
- Planned multiple, annual alumni and student on-campus events

HONORS, ACTIVITIES, & COMMUNITY ENGAGEMENT

Honors: Dean's List, Young Executive Public Service Award Recipient, Gamma Beta Phi Inductee, National Society of Leadership and Success Inductee

Activities: American Marketing Association, Culverhouse Connections

Volunteer: tnAchieves, Red Cross, Bob Holmes Student Ministries