

LACEY MASON

SOCIAL MEDIA & DIGITAL COMMUNICATIONS STRATEGIST

Full name	Lacey LeeAnne Mason	Location	Washington, D.C.
Email	thisislacey@gmail.com	Phone	(402)-730-0297

WORK EXPERIENCE

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| 12/2018 - PRESENT | Freelance Communications Strategist
Clients range from large accounts such as Jackson Galaxy and small businesses, such as salons. |
| 4/2019 - 10/2021 | Project HOPE - Social Media Manager
Create, execute, and manage Project HOPE's global social media strategy across platforms. |
| 9/2017 - 4/2019 | Alley Cat Allies - Social Media Specialist
As the animal welfare organization's first dedicated social media manager, I created and executed social media strategy, including Alley Cat Allies' first venture into social fundraising. |
| 6/2015 - 9/2017 | Children's Law Center - Communications Manager
Manage and produce digital and print communications for Children's Law Center. This includes digital calendars, social media accounts, editorials, emails, stories and other publications. |
| 2/2012 - 6/2015 | WTOP News - Digital Editor and Writer
Edit content for publication on wtop.com and write local breaking news stories. Solely manage all WTOP social media outlets during shifts. |

EDUCATION

BACHELOR OF JOURNALISM	College of Journalism & Mass Communications University of Nebraska-Lincoln
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SKILLS

- Proficient in all social media platforms
- Proficient in a variety of social management tools (Sprout, HootSuite, etc.)
- Proficient in Canva and Photoshop
- Video editing
- Website Management
- Microsoft Office Suite (Including Teams and Sharepoint)
- Team player
- Experience deescalating conflict

REFERENCES

- Erin Greeson | Senior Director, Global Media Relations | Project HOPE | 503.913.8978 | eringreeson@gmail.com
- Nicole Geldart | Former Creative Director | Alley Cat Allies | 931.624.3777 | nicolekrystyn@gmail.com
- Emma Dekker-Arrellano | Creative Manager | Project HOPE | 540.630.1764 | emmadekker1988@gmail.com