

Mason Mejia

Paid Social Media Strategist

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STRENGTHS

- 🎯 **Campaign Leadership**
Guided integrated campaigns from brief through launch, and partners trusted clear decisions when timelines tightened.
- 👥 **Agency Collaboration**
Worked closely with creative and media agencies, turning scattered feedback into cleaner deliverables and calmer launches.
- 💡 **Digital Experience Thinking**
Connected social messages with landing page expectations, helping customers find a more consistent path after clicking.
- 🎯 **Platform Judgment**
Adapted campaign ideas for platform behavior and content formats, becoming a practical resource during creative reviews.
- 📋 **Workflow Discipline**
Kept approvals, dependencies, and timelines visible across concurrent initiatives, which gave stakeholders confidence in launch readiness.

SKILLS

Paid Social Strategy

Organic Social Strategy

Integrated Marketing

Campaign Development

Social Content Strategy

Digital Experiences

Landing Page Strategy

Project Management

Creative Briefing

Media Coordination

Agency Management

Stakeholder Approvals

SUMMARY

Paid social media strategist with eight years of experience developing integrated digital and social campaigns for major consumer brands and financial services audiences. Leads paid and organic social strategy, **campaign development**, **platform relevant content**, landing page planning, **digital experiences**, media coordination, and project delivery from briefing through launch. Translates broad marketing objectives into practical channel plans connecting creative, audience, placement, destination experience, and measurement. Coordinates **internal marketing teams**, creative agencies, media partners, approvals, timelines, and launch readiness across concurrent initiatives. Brings sound judgment across social platforms and customer journeys, with a clear focus on relevance, execution quality, and business objectives. Ready to contribute thoughtful campaign leadership and dependable cross functional collaboration within a remote marketing organization.

EXPERIENCE

Senior Paid Social Strategist

North Coast Financial 📅 April 2023 - Present 📍 Columbus, OH

Lead **paid social strategy** for integrated consumer marketing campaigns, guiding platform activation, content planning, destination experiences, agency coordination, and **launch readiness** across financial services initiatives.

- Converted consumer acquisition goals into platform plans across major social channels.
- Sequenced creative reviews, media inputs, **approvals**, landing pages, and launch milestones.
- Built content frameworks that adapted integrated ideas across paid and organic touchpoints.
- Shaped landing page recommendations around audience intent and destination content continuity.
- Resolved audience, format, asset, and timing constraints with agency partners before launch.
- Presented platform roles, customer journeys, and campaign recommendations to marketing leaders.

Paid Social Media Strategist

Crescent Brand Studio 📅 January 2021 - March 2023 📍 Cincinnati, OH

Developed paid social strategies for large consumer accounts, managing agency and client workstreams from integrated briefs through approved launches and connected landing experiences.

- Translated integrated briefs into channel roles, audience needs, content, and launch plans.
- Maintained decision logs, **feedback** cycles, approvals, timelines, and final **deliverables**.
- Recommended **platform relevant content** supporting brand stories and destination experiences.
- Reviewed message continuity between social ads, landing pages, and customer actions.
- Advised client teams on paid social formats and executable activation choices.
- Identified unresolved creative, media, and approval dependencies before launch deadlines.

Social Media Strategist

Lakeview Consumer Media 📅 July 2018 - December 2020 📍 Indianapolis, IN

Planned paid and organic social programs for national consumer campaigns, coordinating content briefs, production reviews, stakeholder approvals, schedules, and post launch learning.

- Aligned paid and organic programs with seasonal and product marketing priorities.
- Translated campaign concepts into channel briefs defining purpose, assets, audiences, and destinations.
- Reviewed social executions with creative and media specialists for platform relevance.
- Organized stakeholder feedback and approvals across several active campaign initiatives.
- Connected landing page concepts with social messaging and customer experience expectations.
- Prepared campaign recaps linking execution choices with business objectives and future planning.

Consumer Marketing

Financial Services Marketing

Campaign Planning

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Senior Paid Social Strategist at North Coast Financial (3.5 Years)

● Paid Social Media Strategist at Crescent Brand Studio (2.2 Years)

● Social Media Strategist at Lakeview Consumer Media (2.4 Years)

● Digital Marketing Specialist at Redwood Media Partners (2 Years)

Digital Marketing Specialist

Redwood Media Partners 📅 June 2016 - June 2018 📍 Louisville, KY

Executed paid digital and social campaign components for consumer accounts, supporting senior strategy, creative production, media workflows, landing page planning, and launch documentation.

- Built social briefs and asset requirements from approved marketing plans.
- Coordinated trafficking inputs, creative status, client feedback, and launch checklists.
- Reviewed **social content** against campaign messaging and platform requirements.
- Documented landing page messages, content needs, and calls to action.
- Organized campaign files and post launch observations for recurring programs.
- Supported media and account teams with consistent delivery documentation.

PROJECTS

Consumer Acquisition Social Program 📅 2024

Directed a coordinated paid social program linking audience strategy, platform creative, media placements, landing pages, and launch governance for financial services campaigns.

Integrated Campaign Destination Framework 📅 2022

Created a practical framework connecting social content with landing page hierarchy, customer actions, approval checkpoints, and digital experience requirements.

LEADERSHIP & AWARDS

- Recognized by marketing leadership for clear paid social recommendations across integrated consumer campaigns.
- Selected as a go to partner for resolving creative, media, approval, and launch readiness issues.
- Led cross functional campaign coordination that strengthened agency collaboration and stakeholder confidence.

EDUCATION

Bachelor's Degree in Marketing

University of Cincinnati 🎓 GPA: 3.5 📅 2016 📍 Cincinnati, OH

Coursework: Integrated Marketing, Consumer Behavior, Digital Marketing, Marketing Analytics

CERTIFICATIONS

- Meta Certified Digital Marketing Associate 📅 2024
- Google Analytics Certification 📅 2024

TECHNICAL SKILLS

- **Paid Social Platforms:** Meta Ads Manager, LinkedIn Campaign Manager, TikTok Ads
- **Social Content:** Paid social content, organic social content, platform creative
- **Campaign Planning:** Integrated campaigns, channel plans, campaign briefs
- **Digital Experiences:** Landing pages, customer journeys, destination content
- **Project Management:** Timelines, approvals, decision logs
- **Media Coordination:** Media planning, placements, trafficking
- **Creative Operations:** Creative reviews, asset requirements, production workflows
- **Analytics Platforms:** Google Analytics, campaign recaps, performance measurement
- **Marketing Domains:** Consumer marketing, financial services marketing, acquisition marketing
- **Collaboration Tools:** Stakeholder feedback, agency coordination, launch checklists

PROFESSIONAL AFFILIATIONS

- American Marketing Association, professional member focused on digital and consumer marketing.
- Interactive Advertising Bureau, member following paid media standards and social advertising practices.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST