

Mason Mejia

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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

April 2023 - Present

North Coast Financial

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

January 2021 - March 2023

Crescent Brand Studio

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

July 2018 - December 2020

Lakeview Consumer Media

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.

Digital Marketing Specialist

June 2016 - June 2018

Redwood Media Partners

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

2016

University of Cincinnati GPA: 3.5

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

SKILLS

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|---------------------------|---------------------------|-------------------------|--------------------------------|
| • Paid Social Strategy | • Social Content Strategy | • Creative Briefing | • Consumer Marketing |
| • Organic Social Strategy | • Digital Experiences | • Media Coordination | • Financial Services Marketing |
| • Integrated Marketing | • Landing Page Strategy | • Agency Management | • Campaign Planning |
| • Campaign Development | • Project Management | • Stakeholder Approvals | |

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.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST