



# MASON WILSON

Marketing and Commercial Director

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📍 Los Angeles  
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## SKILLS



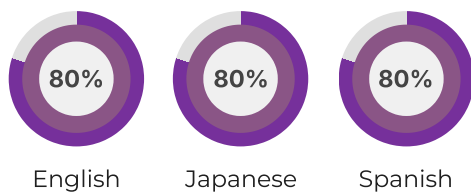
## INTERESTS

📖 Birdwatching 🧳 Traveling  
🏠 Sports Coaching 🧶 Knitting

## STRENGTHS

🔗 Pragmatism 🍃 Sensitivity  
💖 Sincerity 📌 Stability

## LANGUAGES



## ACHIEVEMENTS

- 🌟 Increased brand awareness by 30% through targeted marketing campaigns.
- 🌟 Achieved a 25% growth in sales by implementing innovative marketing strategies.

## PROFESSIONAL SUMMARY

Results-oriented marketing and commercial professional with two years of experience in driving strategic initiatives and enhancing brand visibility. Proficient in analyzing market trends to optimize product positioning and boost sales performance. Committed to developing innovative marketing strategies that foster client engagement and support business growth.

## WORK EXPERIENCE

Marketing and Commercial Director  
Maple Leaf Consulting  
📅 Mar / 2024-Ongoing 📍 Toronto, ON

- Collaborated with senior leadership to develop and implement comprehensive marketing strategies.
- Conducted competitive analysis to identify market opportunities and inform product development.
- Defined marketing communication objectives to enhance product visibility and engagement.
- Managed marketing team recruitment, training, and performance evaluation.
- Supported sales strategies by aligning marketing initiatives with customer segment priorities.
- Oversaw budget planning and performance metrics to track marketing effectiveness.
- Analyzed sales data to refine marketing efforts and inform strategic decisions.

Commercial Director  
Silver Lake Enterprises  
📅 Mar / 2023-Mar / 2024 📍 Seattle, WA

- Increased annual turnover from €0.5M to €2.7M through innovative marketing initiatives.**
- Doubled the sales network in key cities, enhancing market penetration and brand presence.**
- Boosted profits by restructuring marketing campaigns and improving logistics.**
- Secured third place in a national marketing competition, showcasing brand strength.**
- Supervised financial reporting and analysis to ensure alignment with marketing goals.**
- Developed and executed business development strategies, driving new market growth.**

## EDUCATION

Bachelor of Business Administration  
University of Marketing Excellence  
📅 Mar / 2022-Mar / 2023 📍 Denver, CO

Focused on marketing strategies, brand management, and consumer behavior.