



# MASON WILSON



Product Information Specialist

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## PROFESSIONAL SUMMARY

Accomplished Product Information Specialist with 7 years of experience in managing comprehensive product data and driving customer engagement. Expertise in analyzing market trends and collaborating with cross-functional teams to enhance product information accuracy. Committed to delivering high-quality documentation and improving customer satisfaction through effective communication and strategic insights.

## WORK EXPERIENCE




**Product Information Specialist**  Apr / 2021-Ongoing  
**Seaside Innovations**  Santa Monica, CA

- 1. Delivered expert product and actuarial guidance to 8 third-party vendors for life and annuity product quoting.
- 2. Provided in-depth product and business management support to key distribution partners, enhancing collaboration.
- 3. Established auditing controls and documentation systems for vendor management, improving data accuracy and accessibility.
- 4. Executed innovative support plans for CMO, IMO, and BGA channels, leveraging technology to enhance service delivery.
- 5. Coordinated product updates and ongoing support initiatives for key partners, ensuring timely communication of changes.
- 6. Maintained sales and distribution teams' awareness of new technology and vendor updates, fostering effective partnerships.
- 7. Resolved implementation issues related to product rates and approvals, ensuring seamless communication with distribution partners.

**Product Information Specialist**  Apr / 2018-Apr / 2021  
**Cactus Creek Solutions**  Phoenix, AZ

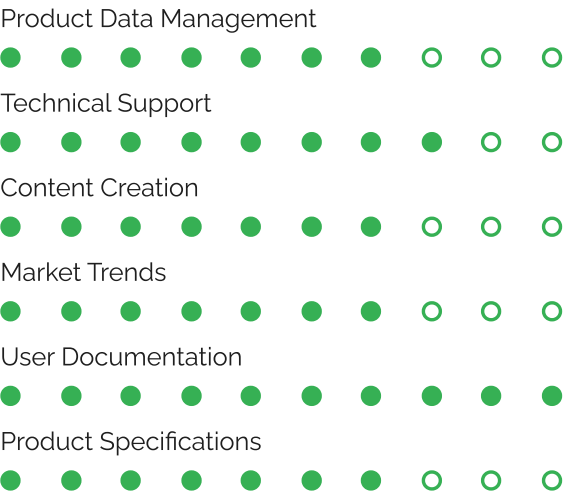
- 1. Authored and refined marketing, sales, and training materials, enhancing clarity and engagement.
- 2. Conducted comprehensive training sessions, contributing to improved team performance and product understanding.
- 3. Ensured data quality through rigorous QA processes, providing accurate product information for all stakeholders.
- 4. Managed an integrated medical information database, responding to inquiries with timely and accurate information.
- 5. Focused on improving database efficiency, achieving a 24-hour turnaround for information requests.
- 6. Provided detailed product support, addressing customer inquiries and resolving complaints effectively.

## EDUCATION

**Bachelor of Science in Business Administration**  Apr / 2015  Apr / 2018  
**University of California**  Portland, OR

Focused on product management and marketing strategies, equipping with essential skills for product information roles.





## SKILLS



## INTERESTS

-  Gaming  Fashion
-  Film  Technology

## STRENGTHS

-  Fairness  Flexibility
-  Forward-thinking  Gratitude

## LANGUAGES



## ACHIEVEMENTS

- ★ Streamlined product information processes, reducing errors by 30%.
- ★ Led a project that enhanced product documentation, increasing customer satisfaction scores by 15%.
- ★ Developed a vendor training program that improved product data accuracy by 25%.