



MASON WILSON

Web Content Specialist

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PROFESSIONAL SUMMARY

Dedicated web content specialist with two years of experience enhancing online visibility through strategic content creation and management. Adept at implementing SEO techniques and leveraging analytics to amplify user engagement. Eager to contribute innovative content solutions that align with brand goals and foster community interaction.

WORK EXPERIENCE

Web Content Specialist Jun / 2024-Ongoing
Blue Sky Innovations Chicago, IL

- 1. Led a team to design and build data presentation tools using HTML, CSS, and jQuery, enhancing data accessibility.
- 2. Created intranet-based tools that streamlined workflows for GSA employees, improving overall efficiency.
- 3. Developed forecasting and data presentation tools for real estate analysis, aiding in informed decision-making.
- 4. Managed Google Analytics tracking code updates, automating report generation and analysis.
- 5. Ensured content compliance with federal standards for accuracy and relevance across four major departments.
- 6. Collaborated on ongoing process improvements for the content management system, enhancing user experience.
- 7. Designed an internal communications request form, optimizing project management for web development and event planning.

Associate. Web Content Specialist Jun / 2023-Jun / 2024
Crescent Moon Design Portland, OR

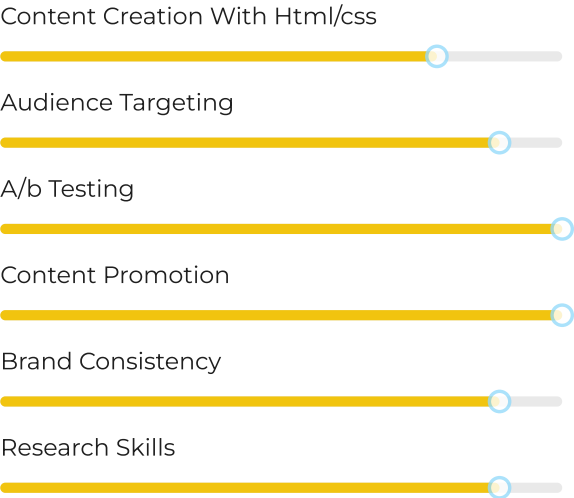
- 1. Contracted by the American College of Cardiology to enhance web content and code quality.
- 2. Cleaned and optimized existing HTML and CSS for improved site performance on cardiosource.org.
- 3. Executed content migration efforts from cardiosource.org to acc.org utilizing Sitecore CMS.
- 4. Utilized SASS to streamline CSS, implementing responsive design for enhanced mobile user experience.
- 5. Facilitated the migration of 1,800 content items, ensuring accuracy and completeness.
- 6. Acquired skills in responsive design techniques, improving overall site accessibility.

EDUCATION

Bachelor of Arts in Communication Jun / 2022-Jun / 2023
University of California, Berkeley Santa Monica, CA

Focused on digital media and content strategy, gaining skills in web design and content management.

SKILLS



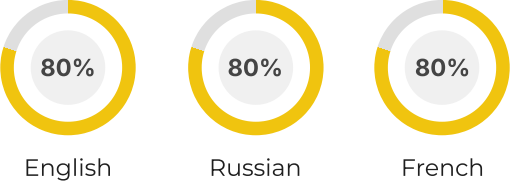
INTERESTS

- Podcasts
- Language Learning
- Dancing
- Cycling

STRENGTHS

- Intuition
- Leadership
- Listening
- Mentorship

LANGUAGES



ACHIEVEMENTS

- Increased website traffic by 30% through targeted SEO strategies.
- Successfully managed and updated content for five departmental websites, ensuring compliance with federal standards.