



**Avrie Mason**



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#### Soft Skills:

- Organizing
- Problem Solving
- Strategic thinking
- Detail-Oriented
- Project Management
- Content Planning
- Content Strategy
- Team Building
- Communication
- Adaptable

#### Hard:

- Microsoft Office
- Google Workspace
- Internet Research
- Adobe XD
- InVision
- Brightspace LMS

## Professional Profile

A UX enthusiast with a background in project management and marketing. Goal-oriented and driven, with a passion for working as a part of a team but always ready to take the initiative and make the best of all experiences. Customer service and satisfaction are my main goals.

## Work Experience

### Content Strategist Team Member

02/21-05/21

Ontario Professional Engineers Foundation for Education, Toronto, ON

- Compiled data and formulating user research analysis reports on the website
- Developed Content Analysis & Strategy based on Competitive Research Analysis
- Developed Wireframes and Prototypes to improve user experience on the website
- Operated as liaison between UX team and client

### Admissions Assistant

09/18-02/20

Centennial College, Scarborough, ON

- Created Conversion Reported based on target reports
- Maintained contact with upwards of 80+ stakeholders per week
- Counsellor students through problem solving skills

### Project Coordinator

06/18-08/18

Sensor's Quality Management, Toronto, ON

- Conducted market research and impact for new business ideas
- Conducted user research for services provided

### Digital Marketing

05/18-06/18

Summerwood Products, Scarborough, ON

- Developed Content Strategy for improving traffic on the social media page
- Analyzed Google Analytics and created marketing reports to track improvements
- Recruited and trained contractors for collaborative services

### CCTV Surveillance Operator

06/11-06/17

Monte Carlo Gaming, Kingston, JA

- Maintained schedules for 24 employees in the department
- Managed communication to be shared with multiple departments and law enforcement officials
- Trained 5 employees in the system and processes in the department
- Created job manuals for new products and services

### Producer

10/08-11/10

Public Broadcasting Corporation of Jamaica, Kingston, JA

- Managed production teams of 10 or more people
- Conceptualized and produced features and weekly series
- Created scripts and production documents for multiple departments
- Scheduled staff and reserved equipment for shooting days

## Education

### Centennial College, Scarborough, ON

2021-Present

- Interactive Media Management (Post-Graduate Certification)

### Centennial College, Scarborough, ON

2017-2018

- Project Management (w/ Honors) (Post-Graduate Certification)

### New York Film Academy, New York, NY

2006-2007

- Filmmaking (Post-Graduate Certification)

### Randolph College, Lynchburg, VA

2001-2005

- Theatre (Bachelor's Degree)