To view my portfolio, visit http://www.visualcv.com/masoncoffman

**Objective**

A rewarding content marketing manager position that empowers me to leverage my diverse skillset to its fullest extent.

**Professional Summary**

Highly-motivated marketing professional with seven years of experience developing and executing multi-channel, B2B marketing communication programs. Extensive background in high-tech products and associated services. Proven ability to manage teams or work as a single contributor, interact throughout all levels of an organization, and produce favorable results within tight time frames.

**Core Qualifications and Skills**

Copywriting for Traditional and Digital Marketing Channels • Content Marketing Programs • Integrated Marketing Campaigns • Website Content Development • Social Media Marketing • Blogging • Email Marketing • Case Studies • Proofreading and Editing • Public Relations • Project Management • Technical Writing • Market Research and Analysis • Creative Messaging and Positioning • Brand Management • Sales Enablement

**Professional Experience**

**Riverbed Technology – San Francisco, California (home office in Kansas City, Missouri)**

***Leader in Application Infrastructure Management, whose 25,000+ customers include 97% of both the Fortune 100 and Forbes Global 100***

***Marketing Communications Consultant, August 2013 – Present***

* Develops and manages content marketing program for Riverbed Professional Services (RPS) (includes blog posts, articles, white papers, webinars, presentations, and internal newsletters)
* Captures customer success and translates those results into case studies and customer reference profiles
* Reviews customer deliverables for quality assurance (branding, grammar, mechanics, and formatting)
* Creates content for other marketing collateral and sales enablement materials
* Maintains the Professional Services section of the riverbed.com website
* Contributes to Riverbed’s corporate social media and blogging efforts
* Works with cross-functional marketing teams to promote Riverbed’s portfolio of consulting and technical education services to both internal and external audiences

**Notable Achievements at Riverbed**

* Developed and executed first dedicated content marketing program for RPS
* Generated 1.3 million+ (non-paid) impressions for RPS through blogging and social media amplification in one year
* 300% y/y increase in the number of marketing assets and sales enablement created tools for RPS
* Expanded RPS’ web presence on riverbed.com from five pages to 26 pages in one year
* Created 23 internal-use customer case studies focusing on RPS in one year (company previously had zero)
* 50% y/y increase in the number of reviewed client deliverables; improved SLA from two-business day turnaround time to one business day

**Data Systems International, Inc. (DSI) – Kansas City, Missouri**

***Privately-held enterprise mobility software provider serving more than 2,000 customers in 50+ countries***

***Marketing Communications Manager, January 2013 – August 2013***

* Led all communication strategies, including those for sales collateral, websites, and social media channels
* Served as the direct interface between senior management team and third-party branding agency
* Managed all marketing efforts targeted to installed customer base of more than 2,000 companies
* Oversaw all company PR activities, including drafting and distributing biweekly news releases
* Worked with subject matter experts to develop core content strategy following product repositioning
* Ensured all external-facing communications and activities adhered to new brand standards

***Marketing Writer, August 2011-January 2013***

* Developed content for websites, case studies, sales sheets, print ads, PowerPoint presentations, and more
* Contributed to all company social media channels, including LinkedIn, Facebook, Twitter, and company blog
* Proofread all external-facing communications – both marketing and non-marketing related

**Notable Achievements at DSI**

* Directed internal roll-in and public launch of DSI’s global rebranding initiative
* Served as project lead and primary writer for new DSI corporate website, which launched in just four weeks
* Increased number of followers on DSI’s Twitter and LinkedIn channels by 300% and 68%, respectively, in six months
* Lead all content translation efforts for DSI’s website and sales collateral for five different languages
* Helped launch DSI’s first Google AdWords and LinkedIn campaigns (included text, display, and remarketing ads)

**MBS Textbook Exchange – Columbia, MO**

***Privately-held textbook distributor and wholesaler serving thousands of K-12 and higher education institutions across the United States***

***Marketing Manager and Copywriter, March 2010-August 2011***

* Developed and executed multi-channel campaigns and programs
* Coordinated with a 10-member creative team to produce materials and meet deadlines
* Maintained primary copywriting duties, in addition to setting direction for campaigns and programs
* Served as proofreader for all external communications, ensuring accuracy and adherence to corporate positioning
* Monitored effectiveness of campaigns to drive future marketing expenditures and program adjustments
* Managed and executed large media buys (e.g., placing Internet banner ads, buying ad space in trade publications)
* Generated reports for senior management based on market trends, customer surveys, and campaign data

***Copywriter, November 2008-March 2010***

* Wrote copy for all projects including websites, emails, print ads, banner ads, and company newsletters
* Proofread copy for all marketing collateral produced for MBS to maintain corporate positioning and brand standards

***Market Research/Copywriting Intern, May 2008-Nov. 2008***

* Analyzed sales reports and researched industry trends while writing executive summaries and reports on findings
* Wrote copy for smaller projects including emails, direct mailers, ads, and brochures

**Notable Achievements at MBS**

* Managed all pre- and post-launch marketing activities for Xplana – a Web-based, social learning application
* Ushered in marketing tactics that were new to MBS such as banner ads, text messaging, social media, and QR codes
* Initiated a more data-driven, targeted approach to emails and other e-marketing communications
* Helped maintain company’s email deliverability rate of 98%

**Education**

Bachelor of Journalism in Strategic Communications

University of Missouri; Columbia, Missouri; May 2008

Summa cum laude; 3.94 GPA

**Additional Skills and Qualifications**

* Proficient with Microsoft Office (Word, PowerPoint, Excel)
* Thorough understanding of AP Style
* Working knowledge of Adobe Creative Suite (InDesign, Photoshop)
* Experience with Marketo (marketing automation system) and Salesforce.com (CRM)
* Basic HTML knowledge
* Experience with Drupal, Limelight, WordPress, Blogger, and other blogging tools or content management systems