

# John Mason

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## DIGITAL CUSTOMER EXPERIENCE LEADER: SENIOR DIRECTOR



**Summary:** Pioneering consumer-centric web and product visionary dedicated to crafting impactful tools and top-tier technical strategies that redefine marketing's role in client acquisition. Trendsetter who shapes multi-year MarTech roadmaps, delivers fresh insight within digital marketing, and orchestrates seamless cross-platform implementations. Trusted collaborator adept at nurturing partnerships and cultivating high-performing nimble teams.

--Grew eCommerce from 40% to 70% of business  
--Innovated first-ever 3D/AR client experience

--Launched home design blog that boosted SEO 30%  
--Reduced costs 25% via process improvement

### SKILLS

STRATEGIC LEADERSHIP • TEAM MANAGEMENT • ECOMMERCE • PRODUCT DEVELOPMENT • DIGITAL TRANSFORMATION • CHANGE MANAGEMENT • MARKETING • AB TESTING • BUSINESS PROCESS IMPROVEMENT • CROSS-FUNCTIONAL TEAM LEADERSHIP

## PROFESSIONAL EXPERIENCE

**Sr. Director Digital Experience & Brand | ABC Designs | Atlanta, GA**

2005–Present

**Lead end-to-end digital marketing and consumer engagement strategy from roadmap development to applications launch.** Foster creative, agile, and dynamic team culture that prioritizes professional development and commitment to iterative improvements. Guide team to produce product marketing via email, social media, blogging, and events that address customer needs and pain points. Utilize data, customer feedback, NPS, A/B testing, competitive analysis, audience segmentation to evolve the omnichannel customer journey.

**Transformed traditional catalog business into an innovative and client-centered eCommerce powerhouse.**

- **Catapulted online sales from 40% to 70% after transforming catalog business into thriving eCommerce company.** Designed and launched digital function from ground up. Hired/trained analytics, merchandising, usability, digital design, and tech teams.
- **Improved brand engagement and increased SEO 30% after launching company blog.** Secured server and hosting facility, selected software, designed customer experience, and developed aesthetic look/feel and curated content.
- **Launched iPhone App with “View in Room” capabilities that allowed customers to visualize product in their homes.** Led team to develop software, launched BETA test, created 3D models, and launched to customers.
- **Capitalized on Alexa Echo Dot emerging technology to connect customers to podcast.** Utilized developer console and led team through process of creating and launching an Alexa skill.
- **Designed and executed sweepstakes event that drove 100K shopper interactions and secured 60K new email subscribers.**
- **Dramatically improved visual presentations to customers after launching innovative 3D/AR design experience.** Team members can now deliver realistic 3D room plans to customers rather than a generalized, low-quality mockup.

Before



**Launched 1<sup>st</sup>  
3D/AR Design  
Experience**

After



**Recognized opportunities for process improvement that cut costs 25% while reducing manual work 50%.**

- **Spearheaded UX study resulting in critical customer insights and 2% conversion improvement on mobile website.** Defined demographics, recruited research participants, created script, and prepped moderator.
- **Reduced manual work associated with asset management process by 50% via automation solution.** Worked with teams to develop DAM software and guided migration of 8+ years of data to new system.
- **Cut costs 25% after overhauling process for photography/asset creation.** Recognized opportunity to outsource function and built business case for change. Selected vendor, managed staffing changes, and directed move of 40K items to new location.

## EARLY CAREER

**DEVELOPMENT MANAGER** | ABC Hotels Group | Atlanta, GA 2004–2005

**Teamed with stakeholders across all brands to develop, launch, and market international application that increased bookings 5%.** Created written requirements and wireframes, led team to develop software, launched BETA test, refined, and launched.

**INTERACTIVE DEVELOPMENT MANAGER** | Home Design Company | Atlanta, GA 2000–2004

**Managed needs assessment, delivery, development, support, QA, and marketing of all B2C initiatives including brand websites, online games, micro-sites, e-commerce, email campaigns, PPC, and SEO.** Led web initiatives, managed B2B and B2C sites. Liaised between copywriters, creative team, designers, and production stakeholders. Directed IT training programs for non-technical users.

## EDUCATION

**EXECUTIVE DESIGN CERTIFICATE:** Web Design and Customer Experience | ABC University | Somewhere, GA

## SELECT ENDORSEMENTS

**“John’s depth of experience across digital as well as his calm detailed personality was always an asset and excellent example to team members. He has a collaborative leadership style that always fostered teamwork. His dedication to the company, his work, and to all team members is front and center in all his work.”** —Jennifer Little, Founder, Paint

**“John is a very experienced ecommerce professional who brings a blend of technical expertise and a deep understanding of digital marketing to the table. He built and developed a strong team that greatly contributed to several years of strong online growth for the company.”**— Jordan Johnson, VP Ecommerce, Lighting Solutions

**“John is an excellent team leader with a strong grasp of business vision and the execution needed to accomplish goals. As a direct report, I respected his ability to manage multiple projects with enthusiasm and calm. He is an expert in ecommerce execution.”**—Steve Dilbert, Senior Director of Digital, Brand, and Retail Marketing, City Park Designs

**“John was at the forefront of SEO before most people even knew what SEO was. I witnessed the evolution of his talent early on, as he managed to take a hobby of a website for rare lizards to become THE place for Hollywood agents looking for stock photos and film.”** — Mac Little, Cloud Migration PM, ABC

## Project Notes

This creative technology leader had an extensive tenure with a single company. To address this, I separated achievements into two main "buckets" and prefaced them with a title that would emphasize the client's established history of business transformation as well as his skill in leading efficient day-to-day operations.

John was renowned for his unparalleled knack for anticipating emerging trends well ahead of their mainstream breakthrough. His contributions to the realm of digital marketing birthed an array of captivating digital tools and assets, which truly come to life through firsthand experience. Hence, I opted to incorporate a "before and after" showcase at the base of the initial page.

Design Approach: Deliberately selecting an interior design photograph, I weaved its elements consistently throughout the resume's design. This choice not only ensures a visually cohesive journey but also forges a compelling link between the individual and the world of interior design.