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MALLORY MAST

Digital and content marketer

WHO I AM: A senior-level marketing strategist managing multi-million-dollar accounts, versed in marketing research, competitive analysis, SEO, PPC, PR, influencer marketing, social media, link building and more.

WHAT I DO: Using data, I create holistic marketing strategies with measurable outcomes for companies like Centene, Office Depot, Intuit, Microsoft, Monsanto and Total Wine. I manage three people & 50+ freelancers.

WHY YOU SHOULD CONSIDER ME: My inbound plan for QuickBooks crushed its competitors by increasing traffic by 7x and a 705% revenue growth for my company as we launched from one to 12 emerging markets. My product content and SEO strategy helped Total Wine fulfill a 34% product content deficit and exceeded KPIs by 102%. My product launch campaign for Tagg GPS Pet Tracker concluded with a sale of the company due to a successful CES showcase resulting in 347 publication mentions in pubs like New York Times, CNet and Wallstreet Journal.

EDUCATION

University of Missouri
Bachelor of Journalism
Minor in English, 3.8 GPA

SKILLS

Microsoft Office
Word, Excel, PowerPoint

Analytics
Adobe Omniture; Google Analytics, AdWords, Keyword Planner; SEMRush, SEOClarity, Ahrefs, DOMO

Adobe
Photoshop, InDesign, Premiere, Lightroom

Social
Facebook, Twitter, Pinterest, Instagram, WhatsApp, Sprout, Hootsuite, Sprinklr, Crimson Hexagon

CRM
Salesforce, HubSpot

CMS
WordPress

AWARDS

Folio Award
2016 – Eddie, Best Single Article

Local Media Association
2014, Best A&E Writing
2014, Best Entertainment and Lifestyle Section

Florida Press Association
2013, Best Multimedia
2013, Best Community History

EXPERIENCE

OneSpace | **Senior Client Success Manager** — Sept. 2016 to Present

- Strategic digital and content marketing consultant versed in leading analytic tools
- Continually execute and report performance beyond target KPIs
- Drive account growth and revenue by as large as 705%
- Manage relationships and liaison with executive-level leadership
- Oversee budgets as high as 3-million with clients in nine different countries

Scorch Agency | **Account Manager** — Oct. 2015 to Sept. 2016

- Establish lasting executive-level client relationships that exist to the present
- Support product content marketing for Microsoft US Central Marketing Office as content agency of record for Office 365, SQL and Power BI
- Supervise Microsoft Account: Account Executives, creative team and vendors
- Lead content strategy, lead generation, public relations, influencer marketing, secure placements, social media and newsletters

Brighton Agency | **PR Account Manager** — Aug. 2014 to Oct. 2015

- Manage all agency's B2B/B2C PR strategies within client timelines and budgets
- Oversee and execute traditional and digital media engagement strategies, social campaigns, influencer marketing and digital marketing efforts
- Write and edit content, advertorials and white papers

Observer Media Group | **A&E Editor** — Aug. 2011 to Aug. 2014

- Report, photograph and execute print for a 32-page A&E section
- Publish online content and multimedia and promote all stories through social
- Provide, edit and oversee content for 80-page quarterly magazine

Writer and Editor | **Independent Freelance** — Aug. 2011 to present

- National award-winning features writer for publications like Feast Magazine, Food and Wine Magazine, Time Inc., Sirius XM and NBC Universal