

Mason Craddock

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EDUCATION

Miami University - Oxford, OH

Anticipated Graduation: May 2026

Farmer School of Business | Marketing Major | Emerging Technology in Business Design Minor

GPA: 3.56/4.00

Marketing simulation internship - Packs months of role-specific training into a single semester. Simulated product launch including initial market research, budget management, product and pricing selection, advertising mix, and sales analyzation. Placed in the top 10% competing against 160 students.

Client Project – Abbott Nutrition (Pedialyte)- Utilized data analytics, primary, and secondary market research to develop actionable solutions for Abbott. Held regular meetings with the client throughout the semester to align progress, simulating team check-ins with managers. Delivered a 15 minute pitch presentation to Abbott executives, showcasing insights and actionable recommendations.

Salesforce Sales Case- Gained extensive knowledge of Salesforce, enhancing understanding of CRM tools and their application in sales strategies. Engaged in a competitive sales management simulation, navigating the full sales process from lead generation to closing a sale. Gained insights into the complexities of professional selling and managerial decision making.

PROFESSIONAL EXPERIENCE

Color Renovation LLC,

Valley View, Ohio

Foreman Painter

June 2020–August 2024

- Managed and led a team, overseeing project timelines, quality control, and client satisfaction for both residential and commercial projects.
- Facilitated clear communication between clients and my team, ensuring project specifications, timelines, and expectations were understood and met.
- Consistently scored above 95% in customer satisfaction surveys for professionalism, communication, work quality, and overall experience.

Brick Street

Oxford, Ohio

Bar Back

April 2023 - Present

- Proactively organized barbacks, ensuring clear task delegation and smooth operations throughout shifts.
- Reduced closing times by up to 40% streamlining workflows and evenly distributing closing responsibility.
- Strengthened multitasking, leadership, and time management skills in a fast-paced, high-pressure environment.

CAMPUS INVOLVEMENT

Miami University Club Rugby

Vice President

May 2024 - Present

- Manage the club's schedule, including practices, games, and events.
- Represent the club in meetings with the school's administration, club sports council, national governing bodys, league commissioners, other clubs, and sponsors.

Miami Advertising Club

August 2024 - Present

- Developed advertising strategies and executed casework for real clients and simulated industry scenarios, enhancing practical skills in campaign creation.
- Participated in workshops and discussions on emerging advertising trends and technologies, staying current with industry standards.
- Experienced agency-style work environments, collaborating with peers to solve real-time marketing challenges.

Skills

- Salesforce Certified User - Hands-on experience in CRM optimization and Salesforce step by step process.
- Proficient in Microsoft office through coursework at Miami
- Primary and secondary market research from client challenges and sales cases
- Pay per click advertising and search engine optimization
- Web design and management from coding with Python, VS code, and brackets coding interfaces
- Emotional intelligence skills through in person situational simulations and everyday interactions at work
- Data analytics/ mining using JMP, excel, and SQL
- Customer service skills through residential painting and bar hospitality
- Professional communication skills through several marketing presentation and sales pitches
- Graphic design experience through course work with photoshop, canva, and adobe illustrator