

Devon M. Mason

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Entrepreneurial-driven analyst with a passion for building businesses by utilizing a global network. 4+ year track-record of developing strategy through custom data frameworks. Excels in a collaborative team environment with shared goal of challenging the status quo

Strengths

Event Planning

Detail Oriented

Multitasking

Persistence

Flexibility

Ingenuity

Critical Thinking

Work Experience

09/2017 – Present

Devonmeetsworld.com

Chief Content Creator, Carmel, IN

- Tailored travel itineraries according to survey results resulting in stress-free trips for 20+ international clients
- Doubled site readership by launching "The Expat Files" educating hundreds on cultural and professional aspects of life abroad
- Curated content for travel-related websites and secured inbound links to boost organic ranking by 20%
- Increased brand awareness and secured freelance writing assignments by introducing a panel at the 2018 Women in Travel Summit in Quebec City

08/2016 – 09/2017

DICKS's Sporting Goods

Assistant Inventory Planner– New Stores, Coraopolis, PA

- Developed company-wide communication tool to allow seamless communication from field to inventory planners to modify product assortment and contributed \$99M in 2017 Q1 market share capture
- Prepared financial inventory targets for six Houston market store openings by analyzing space planning data and ensuring instocks for key items resulting in multimillion dollar opening weekend sales
- Aggressively tracked competitor openings and reworked product flow using JDA software to ensure consistent product offerings across departments
- Forecasted opening weekend specials and worked cross-functionally with pricing department to verify sales surpassed gross margin standards

08/2015 – 08/2016

DICKS's Sporting Goods

Merchandising Trainee, Coraopolis, PA

- Presented actionable recommendations throughout 6-part rotational program for departments in Buying, Allocations & Replenishment, Supply Chain, Product Development, eCommerce, and Store Experience
- Analyzed competitive landscape of particular store and outlined enhancements to combat product assortment gaps which increased quarterly turnover of clearance items
- Capitalized on Back-to-School season by creating survey for regional store managers thus boosting peak week sales by 15%
- Utilized market research to implement trending items report to pinpoint future product development opportunities

Education

08/2011 – 05/2015

Indiana University Bloomington

Kelley School of Business, Bloomington, Indiana

Bachelor of Science in Business. Rewarded IU Excellence Scholarship. Graduated with High Distinction and a cumulative GPA of 3.84.

01/2014 – 06/2014

University of Cape Town

Faculty of Commerce, Cape Town, South Africa

Finance and Humanities Coursework. Curated professionalism workshop for high school students at Christian Organization The Ark.

Interests



Landscape
Photography



Travel Writing



Hiking



Improv Comedy



Acro Yoga



Sewing