Mason Wallis

Aspiring programmer with a unique background in marketing and startup management. Recent graduate of a full-stack MERN programming boot camp hosted by The University of Texas at Austin.

Employment History

Chief Strategist, CosmicAds, Austin, TX

MAY 2020 — MAY 2021

- Managed strategic and operational activities for an early-stage AdTech startup focusing on Artificial Intelligence
- Directed skilled staff and freelancers in producing a software product
- Created and ensured adherence to project deadlines and timetables
- Interfaced with clients to gather, review and implement feedback
- Utilized marketing experience to assist clients in their own digital marketing efforts

Marketing Coordinator, Blancco Technology Group, Austin, TX

AUGUST 2019 — JUNE 2020

- Developed and executed organic social media outreach strategy
- Produced technical content pieces, including case studies, blog posts, and white papers
- Worked with front-line sales representatives to understand and report on customer opinions, feedback and purchasing habits

Founder and Digital Marketing Lead, TextbookBarter, Austin, TX / Plattsburgh, NY

JANUARY 2017 — APRIL 2020

- Developed idea for a peer-to-peer textbook marketplace, established proof-of-concept and launched business within 6 months
- Created and managed paid and organic social media campaigns that generated significant targeted awareness and customer acquisition
- Wrote copy for website following brand tone and message
- Created monthly update emails to customers to encourage site engagement
- Managed freelance developers in building custom website

Education

Full-Stack Programming Bootcamp, University of Texas at Austin, Austin, TX

JUNE 2022 — SEPTEMBER 2021

Bachelor's of Marketing and Entrepreneurship, State University of New York at Plattsburgh, Plattsburgh, NY

AUGUST 2016 — MAY 2018

Contact

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Portfolio

www.masonwallisatx.com

www.github.com/mwallis5110

Relevant Skills

- HTML/CSS
- Bootstrap
- JavaScript
- React
- Express.js
- Node.js
- MongoDB
- SQL
- MySQL
- NoSQL
- GraphQL