

# Mason Wallis

## Profile

Aspiring programmer with a unique background in marketing and startup management. Currently working towards completion of a full-stack coding 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

- Managed organic social media outreach
- 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 Coding Bootcamp, University of Texas at Austin, Plattsburgh, NY

JUNE 2022 – SEPTEMBER 2021

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

AUGUST 2016 – MAY 2018

## Details

(607) 624-7681

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## Links

[LinkedIn](#)

## Skills

HTML/CSS

JavaScript

JSON

Python

Project Management