

Jacob Michael Mason

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SOCIAL MEDIA EXPERIENCE:

SwirlMingle

July '15 – Present

- ❖ Launched SwirlMingle's social media accounts, designed and scheduled all content across channels
- ❖ Singlehandedly generated over 32MM impressions, grew a subpage from 0 to 10k likes in under 3 weeks
- ❖ We have over 32k likes on Facebook, 8,700 followers on IG, and nearly 1,400 on Twitter

Personal Branding

- ❖ My personal Facebook page has ~118,000 likes, I post about racial equality and love of all kinds
- ❖ My twitter handle @JacobMason21 has 21,000 followers
- ❖ On Instagram, I have @JacobMason11 and @JacobMason21 for a combined 73,000+ followers
- ❖ Accumulated 100k followers on Snapchat (@JacobMason21) and 21k subscribers on YouTube

ENTREPRENEURIAL EXPERIENCE:

Co-Founder, SwirlMingle

July '14– Present

- ❖ Co-founded the world's first dating website that puts equality first into everything we do
- ❖ Lead all marketing, business direction, and lead generation- I also actively support users on the site
- ❖ Grew site from 0 to over 20,000 users in less 6 months through all social media channels

Metro Unitz

Sept. '13 – Dec. '15

- ❖ Started a local artist (musicians, painters, etc.) barber shop and store. Held live events every weekend while cutting hair - each artist had to pay \$50/month to keep their music and art stationed in the store.

SALES EXPERIENCE:

Dawkins Roofing, Marketer

March '15 – May '15

- ❖ Marketed and generated leads for local roofing company
- ❖ Achieved \$15,000 in additional revenue for the company from door-to-door sales

Herbalife, Zurvita, Nerium, Motor Club of America

April '13 – May '15

- ❖ Closed over \$14,000 in sales while working with these companies
- ❖ Learned about the pros and cons of various MLM programs
- ❖ Created and delivered innovative sales pitches as well as closing deals in person

Oklahoma Board of Education, Petitioner

April '16 - May '16

- ❖ Collected over 5,000 signatures in 3 weeks in support of increasing teacher's salaries

EDUCATION:

Bridge Creek High School

August '09 – May '13

- ❖ President of Drama Club, Bridge Creek Artist of the Year, MVP on Basketball Team
- ❖ Organized "The Kindness Project" - brought 50+ classmates together to raise money for tornado relief

SPECIFIC SKILLS:

Marketing: MailChimp, SendGrid, Facebook Ads

Videography: Editing, iMovie, learning Adobe Premier

Social Media: Facebook, Instagram & Twitter influencer

Writing: Passionate about storytelling and copywriting

INTERESTS:

- ❖ Non-profits / Fundraising
- ❖ Public Speaking
- ❖ Modeling and acting
- ❖ Traveling as much as possible