

# Shirley Mason

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## EDUCATION

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### Northeastern University

*Bachelor of Science in Business Administration*

**Concentration:** Marketing | **Minor:** Graphic Design

**Activities:** Sandbox NU, Alpha Kappa Psi, Club Tennis, Nike Community Ambassador

**Awards:** Dean's List, Presidential Global Scholarship

Boston, MA

May 2021

GPA: 3.76

## MARKETING EXPERIENCE

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**Experience:** Resumes should be tailored to the individual job description. If your experience clearly falls into 2 different categories, then create a section for each.

### SAP America Inc.

*Multi-Cloud Communications and Operations Intern*

Palo Alto, CA

July 2020 – Present

- Create and edit sales & marketing collateral such as customer stories and keynote presentations to promote the activities and achievements of the Multi-Cloud organization in the Southwest
- Plan and execute 2 virtual events with speakers from Google Cloud Platform and Microsoft Azure using Microsoft Teams Live and Zoom, create event sign up page and compile post-event KPI report for internal distribution
- Manage and maintain reporting dashboards by providing content and web infrastructure understanding

### L'Oréal Paris

*International Marketing Development Intern*

Tokyo, Japan

December 2018 – June 2019

- Spearheaded the development of 3 lip products for Maybelline Asia through collaboration with designers, laboratories, technical teams, zone, and countries to launch growth-driving initiatives
- Developed 2 new project concepts and innovations in line with the Maybelline 2019-20 strategy including positioning, packaging, advertising, and merchandising online
- Conducted competitor analysis from Asian markets, prepared presentations about latest new beauty trends, collected information on consumer needs in the market and fueled team with ideas for new product creation

### Reebok International

*Social Purpose Marketing Intern*

Boston, MA

January – June 2018

- Interfaced with Reebok's US representatives from women's apparel (team of 8) and Build Our Kids Success (BOKS-its internal non-profit organization), supported portfolio of requests and community relation needs in MA
- Reviewed non-profit grant applications to ensure significant impact was achieved for low income neighborhoods
- Pioneered event for International Women's Day at a local non-profit gym drawing 150 participants

## GRAPHIC DESIGN EXPERIENCE

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### Sandbox Northeastern University

*UX Designer*

Boston, MA

August 2020 – Present

- Collaborate with 5 student developers to design a website for an artificial intelligence honors course
- Deliver informative visualizations and interactive demos for undergraduate students to understand concepts in computer vision

## LEADERSHIP EXPERIENCE

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### Northeastern University Women's Club Tennis

*Marketing and Clothing Coordinator*

Boston, MA

July – December 2018

- Administered social media presence across Facebook, Instagram, and Weebly team website
- Designed team logo and flyers using InDesign and Illustrator to promote events hosted by the team

### Alpha Kappa Psi

*Vice President of Public Relations*

Boston, MA

January – July 2018

- Managed 4 social media platforms by writing content to establish a branded media presence
- Showcased philanthropic activities and accomplishments to attract members at club fairs and events

## SKILLS AND INTERESTS

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**Computer:** Proficient in Microsoft Excel (Pivot Tables, Vlookup), PowerPoint, Adobe Illustrator, Photoshop, InDesign, XD, SPSS, WordPress, Social Media (Instagram, Facebook), Squarespace, Qualtrics, JAM

**Language:** Japanese (fluent)

**Hobbies/Interests:** Tennis, Fitness, Singing, Guitar (2 years), Traveling, Photography