

Tom Mason.

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| Previous Employment

November 2009 – Present | **theEword**

Social media manager responsible for managing and executing social media presence for variety of clients.

- Establishing goals and long-term strategy for customer-facing social accounts including those in the online gaming, events, SEO and technology industry.
- Sourcing and engaging appropriate demographic through various channels including Twitter and Facebook
- Rapid response to customer enquiries and offering guidance where appropriate
- Maintaining brand vision and awareness via submission sites such as Sphinn, Digg and Squidoo
- Establishing client presence on upcoming social channels
- Responsible for planning and maintaining rich media strategy on sites such as YouTube and AudioBoo
- Measuring and reporting success of campaigns across a wide-variety of channels
- Use of Twitter software Tweetdeck and Hootsuite to offer comprehensive coverage for clients

October 2008 – November 2009 | **theEword**

Senior copywriter responsible for digital content on a number of accounts.

- Composing a variety of unique SEO copy for a number of different clients and audiences
- Knowledge of HTML and CMS as well as image manipulation software
- Required to write innovative and appealing content, designed to increase conversions
- Develop website layout and strategy for a number of clients
- Fluent in web analytical programmes and other tools to monitor user digital journey

March 2008 – September 2008 | **The Magazine**

Deputy editor of The Magazine; a regional lifestyle title based in Manchester. Responsible for large sections of the magazine and required to formulate a range of original features and articles specific to the female readership.

- Online editor. Produced, edited and managed SEO optimised content
- Edited the local entertainment and lifestyle sections of the publication
- Liaised closely with design and advertising departments to develop publication
- Formulated and carried out advertising and editorial strategies for clients
- Formed close relationships with local and national PR agencies

November 2006 – February 2007 | **YQ Magazine**

Staff writer at YQ Magazine, a North West lifestyle magazine.

- Formulated and developed monthly articles for a regional audience
- Published features included celebrity interviews, venue and event reviews and lifestyle features
- Managing editor of publication website

- Developed and undertook social marketing strategy for the publication on Facebook
- Worked closely in a team to produce advertising strategies and content for the magazine

Notable Projects

Present | Blogs

Author of a variety of blogs, including SEO and social media blog Manchester SEO (manchester-seo.blogspot.com) and collaborative fiction project 330 Words (330words.wordpress.com). Utilised knowledge of Blogger and WordPress to offer engaging and entertaining posts which included image and video content.

November 2009 | November in Manchester

Creator of November in Manchester, a social media novel told via Twitter, Blogger, YouTube and Flickr. (novemberinmanchester.com)

- Maintained social media accounts for eight fictional characters
- Responding to reader comments and questions directed at fictional characters
- Sourcing user-generated content for use in the project

October 2006 – November 2006 | Itchy Guide to Manchester 2007

Editor of the 2007 Itchy Guide to Manchester.

- Produced and edited copy for local student guide in the area
- Role required excellent knowledge of the city's areas and entertainment venues
- Wrote tailored online content for weekly email newsletter

Education

September 2003 – October 2006 | University of Manchester

2:1 BA (Hons) English Language and Literature.

September 1996 – June 2003 | Wolverhampton Grammar School

A levels – Awarded 2003: Grade A: English Language and Literature

Grade B: History, Geography

GCSE – Awarded 2001: 10 GCSEs grade A-C

Skills

Strong IT skills: Microsoft Word, Excel, Powerpoint and Outlook, Adobe Photoshop, GIMP, HTML, Blog software, Hootsuite, Tweetdeck, FTP and CMS

Time management and organisational skills

Excellent presentation skills

Strong interest in social media and SEO conferences and gatherings. Regular attendee at digital events Social Media Cafe, Manchester SEO and Northern Digital.

References available on request.