

TIFFANY MASON

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SKILLS

WEB ANALYTICS:
GOOGLE ANALYTICS (GA4)
GOOGLE LOOKER STUDIO

CONTENT MANAGEMENT SYSTEMS:
WORDPRESS
ORACLE WEBCENTER SITES
TERMINALFOUR

ECOMMERCE PLATFORMS:
SHOPIFY
WOOCOMMERCE

CONTENT CREATION:
ADOBE CREATIVE SUITE
CANVA

SEO:
GOOGLE SEARCH CONSOLE
SEMRUSH
BRIGHTEDGE
MOZ

CODING:
BASIC HTML & CSS

PROJECT MANAGEMENT:
JIRA
CONFLUENCE
TRELLO
ASANA

CRM & AUTOMATION:
MARKETO
SALESFORCE

SOCIAL TOOLS:
SPROUT SOCIAL
META BUSINESS MANAGER
LINKEDIN CAMPAIGN MANAGER

CERTIFICATIONS

GOOGLE ANALYTICS (GA4)
ADOBE PREMIERE PRO
HOOTSUITE PLATFORM

EXPERIENCE

Virginia Commonwealth University – Richmond, VA

Creative Brand Manager | August 2024 – Present

- Oversee digital content strategy, website optimization and engagement analytics for the School of Business.
- Collaborate with designers, developers and stakeholders to enhance digital presence and align with business goals.
- Manage content calendars for web and social channels to drive consistency and engagement across platforms.
- Lead budgeting, billing and forecasting for web and social projects.
- Establish and report on KPIs to improve content performance and user experience.

Gemological Institute of America (GIA) – Carlsbad, CA

Website & Brand Product Manager | November 2022 – August 2024

- Owned content, SEO and product improvements for five global sites (2M+ organic visitors/month).
- Led a global website redesign, enhancing UX and engagement.
- Collaborated with engineers, UX designers and stakeholders to troubleshoot and enhance website functionality using agile product development processes.
- Developed and optimized processes for content governance and web operations using Jira.
- Managed project budgets, timelines and forecasts to ensure timely execution of digital initiatives while balancing business needs and technical feasibility.
- Led, mentored and developed direct reports to successfully meet business objectives and KPIs.

Senior Growth Marketing Specialist | November 2021 – November 2022

- Used data-driven insights to optimize campaigns, landing pages and customer journeys.
- Implemented marketing automation strategies to improve lead generation.
- Partnered with design and development teams to enhance digital engagement and conversion rates.

Digital Content Specialist | April 2019 – November 2021

- Led content-related projects from inception to launch and oversaw stakeholder coordination, execution and performance tracking.
- Analyzed user behavior and engagement trends to refine content strategies.
- Managed paid media and SEO, using data to improve discoverability and reach.

Get Smart Web Consulting – Carlsbad, CA

Digital Marketing Manager | June 2017 – April 2019

- Managed digital platforms for nine clients and oversaw website performance, marketing campaigns and social engagement with the goal of driving user growth and retention.
- Led end-to-end website development; launched new sites and optimized existing sites by collaborating with designers, developers and stakeholders to enhance functionality and user experience.
- Developed and executed data-driven email marketing strategies by analyzing performance metrics to optimize engagement, refine audience segmentation and inform iterative improvements.

EDUCATION

Virginia Polytechnic Institute and State University (Virginia Tech)

AUGUST 2012 - MAY 2016

Bachelor of Arts in Communication – Public Relations, Minor in Professional and Technical Writing