



HELLO

I'M RHIANNON MASON

ABOUT ME

From concepts to complete campaigns, I create and produce print, web, multimedia and video for creative and promotional content in the television, events and marketing industries.

I think creatively and work methodically, overcoming challenges to consistently produce high quality content and high-performing campaigns.

Be it consulting or creating, I bring resourcefulness and passion to every project I'm involved with.

EXPERTISE

- Office 365
- Premiere / AVID
- Photoshop / Canva
- InDesign / Illustrator
- Final Draft
- GarageBand / Ableton
- Hubspot / Active Campaign
- Bitrix/Basecamp/Asana
- SEO/PPC/SMM
- Google Analytics
- Wordpress / Various CMS
- FB Business Manager

ACHIEVEMENTS

- Reduced content queue from 347 hours to >10 hours in 6 weeks at a mid-sized advertising agency.
- Graphic design project for Corner Hotel 21st birthday magazine.
- Interviewed Hip Hop band Bliss n Eso on National Radio.
- Expert advisor for the Victorian Small Business Network.
- Production of trophy ceremonies and pre-match entertainment at the Australian Open 3 years running.
- Organised various successful fundraising events including the MS Megaswim 'DRINK OR SWIM', raising over \$3,500 for Multiple Sclerosis charities.

EXPERIENCE

CREATIVE CONSULTANT / DIGITAL PRODUCER

Freelance 2013 - Current

- Self-managing creative and digital projects independently or in conjunction with teams for a diverse range of Australian businesses and creative projects.
- Worked closely with Abante Group to write, film and advertise various promotional films for small businesses.
- Coordinating with web developers, graphic designers, marketing teams, publishers and other parties from varying industries to produce high performing integrated advertising campaigns.
- Creating written and visual content for print, online and television.
- Various roles in television production including shoots for The X Factor, The Rookie, Toyota and the House of Wellness.
- Concept, storyboarding, costuming, producer and director of Ben Wisbey music video 'Open'.
- Writer, videographer and director of short documentary film: "An Emasculating Misconception."

EDUCATION

BACHELOR OF CREATIVE INDUSTRIES
Victoria University - 2018

COMMUNICATION DESIGN
BTK University - Berlin, Germany 2017

PROFESSIONAL WRITING AND EDITING
Melbourne Polytechnic - 2013

CERTIFICATES

Responsible Service of Alcohol
Working with Children Check
Police Check
Full Driver's License
International License
Motorbike License
Australian Passport
Google Analytics

INTERESTS

Guitar
Gardening
Hiking
Cooking
Music Production
Photography
Soccer
Travel

REFERENCES

TIM COOKE
Growth Marketing Manager
Adaptify Digital
0411 215 596
carltoncooke@outlook.com

PAIGE PEHLIVAN
Producer
Tennis Australia
0431 436 318
paigepehlivan@gmail.com

ANDRE CONATE
Founder
Abante Group
0433 477 809
contact@andreconate.com

EXPERIENCE

CAMPAIGN DIRECTOR / HEAD OF PRODUCTION
Adaptify Digital | APRIL 2017 - DEC 2019

- Working closely with CEO, department heads and stakeholders to strategise, produce and deliver comprehensive integrated marketing campaigns.
- Content creation through writing, editing, story-boarding, film, photography, scripts, audio, graphic design and more for social media and various media platforms.
- Recruitment, training and management of internal and freelance staff and on shore and offshore multidisciplinary teams.
- Process development, implementation and monitoring of campaign execution, delivery and ongoing measurement and strategy.
- Account management and coordination of deliverables between departments, clients and stakeholders.
- Keeping up to date with industry regulations, general online trends and evolving marketing practice and methodologies.
- Creation and optimisation of multiple complex and time-sensitive lead generation campaigns.
- Setting and monitoring campaign budgets to increase ROI.
- Troubleshooting and guidance for clients and staff for both theoretical and technical aspects of marketing.

STADIUM PRODUCER
Tennis Australia | 2016 - 2018

- Worked closely with coordinating producers to plan, organise and execute in-stadium entertainment, pre-events and trophy ceremonies.
- Produced shows for the Australian Open and lead up events, including the Newcombe Medal, Tie-Break Tens, AO DRAW and Kid's Tennis Day.
- Coordination and production of events at Hisense Arena, Margaret Court and Rod Laver Arena.
- Large scale crew-coordination, site logistics, accreditation, bump in/bump out, budgeting and forecasts, travel and accommodation for hundreds of crew and talent.
- Writing and editing scripts, stadium activations, meeting sponsor and advertising obligations and ensuring smooth event production.
- Assisting Camera Crew, Directors and Floor Managers with placement, blocking and angles.
- Organising uniforms, rostering, hiring and directly overseeing production assistants, talent, bands, audience members, athletes and large multidisciplinary crews.