

ELIZABETH "BETH" MASON

Ponte Vedra Beach, FL 32082

904.349.4222

emason@qualiphied.com

LinkedIn: [linkedin.com/in/emason25](https://www.linkedin.com/in/emason25)

Portfolio: qualiphied.com/portfolio

Brand, creative, and marketing leader with 15 years of hands-on experience across legal, hospitality, SaaS, and start-up industries. Builder of visual identities, naming systems, digital content and campaigns, email marketing, webinars, and event marketing. Currently leading marketing and creative direction for the brand protection practice group of an Am Law firm, including support of ancillary SaaS company.

EXPERIENCE

Digital Content and Marketing Manager

Vorys, Sater, Seymour and Pease LLP

Dec 2022 – Present

Lead marketing for Vorys eControl, commerce and brand protection practice group, as a department of one, managing Senior Designer and other contractors; support affiliated SaaS business, Precision eControl.

- Minimized digital infrastructure costs by 98%, doubled active users, and increased qualified lead generation through dual-brand website relaunches, SEO, and AEO/GEO
- Created and led naming of Precision's Orion platform, from ideation through positioning brief and leadership pitch that secured approval
- Built executive LinkedIn presence for the firm's London Managing Partner, producing the practice group's first social-sourced leads and more than 10x reach
- Produced practice group's highest-ever webinar registration with 8.1% post-event conversion, designing and using an interactive Figma storefront in lieu of traditional slides
- Develop, design, and author campaign and digital strategies and content; partner with ancillary brand's Growth Marketing Manager on Orion platform ad targeting, audiences, messaging, and creative
- Lead marketing, promotion, and presentation development for hosted, association, and trade events
- Own martech stack (including AI tools), email marketing, and performance reporting; manage marketing and design contractors

Creative Director and Brand Strategist

Qualiphied

Apr 2011 – Present

- Lead consultancy providing creative direction, brand strategy and development, graphic design, and CX for clients including PGA, USPS, P&G, and Social Tees Animal Rescue
- Design brand identities, visual systems, and multi-channel campaigns aligned to executive objectives

Co-Founder

Balto Token

Mar 2022 – May 2023

- Generated \$70K+ in under four months designing NFT collection with 500+ layers of original artwork
- Built brand, UI/UX, and go-to-market strategy; managed community managers and moderators, growing community 890%

Product Marketer

Weedmaps (formerly Enlighten)

Nov 2021 – Aug 2022

- Directed omnichannel initiatives with Head of Marketing, contributing to a 30% increase in revenue and retention ahead of acquisition
- Improved CTR 15% through content and UX changes; built compliant campaigns for highly-regulated cannabis market

Director of Marketing and Media

The Yards

Apr 2020 – Nov 2021

- Built brand identity, visual system, voice, merchandising designs, and marketing strategy for sports and entertainment venue ahead of launch
- Grew social media following 1,000%+, earning a 4.8/5-star rating within six months of launch
- Secured holistic Tier 1 media coverage by The New York Times, ESPN, NBC Sports, PGA TOUR, and iHeart
- Held P&L responsibility; managed vendors, budget, and projects through execution

Marketing Coordinator

Total Distribution, Inc.

Jun 2018 – Apr 2020

- Chaired Social Media Executive Subcommittee, growing social media following 59% and reach 1,200%
- Standardized marketing across 50+ international locations, reducing annual marketing spend 75% while increasing site users 14%

EDUCATION AND CERTIFICATIONS

- Adobe Content Creator Professional Certificate
- AI for Work and Life Certificate, University of North Florida
- Six Sigma White Belt
- Executive Certificate, Hospitality and Tourism Management, Florida Atlantic University
- Industrial Design coursework, Auburn University

TOOLS AND TECHNICAL PROFICIENCIES

Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Premiere, XD); Elementor; Figma; Front; Google Ads, Analytics, Search Console, and Workspace (Docs, Gmail, Sheets, Slides); HubSpot; Lightdash; Monday; Power BI; Retool; Microsoft Office (Excel, Outlook, PowerPoint, SharePoint, Word); Salesforce; Trello; WordPress; Front-End Design and UI/UX; AI (Claude, ChatGPT, Gemini)