

# SARAH A. MASON, MBA

## CONTACT:

✉ sarah@writewomanworks.com

☎ 540.846.5247

🌐 linkedin.com/in/sarah-mason

🌐 www.writewomanworks.com

## ASSOCIATIONS:

### Project Management Institute,

Member, Western Lake Erie Chapter

September 2019 – present

### Society for Human Resource

Management (SHRM), Member,

Northwest Ohio HR Association

June 2018 – present

## LINKEDIN TRAININGS:

Learning Salesforce

Org. Learning and Development

Content Marketing: Social Media

Public Relations Foundations

Content Marketing Foundations

HR: Managing Employee Problems

Employer Branding to Attract Talent

Communicating with Empathy

Marketing Communications

Talent Management

HR: Running Co. Onboarding

Organization Design

HR as a Business Partner

Human Resources Foundation

Business Math

## SKILLS:

Analysis

Change Management

Communication

Conflict Resolution

Customer Service

Data Analysis

Differentiation Strategy

G Suite by Google Cloud

Incident Reporting & Worker's Comp

Interpersonal Relations

Learning Management Systems

Microsoft Office (Word, Excel, PPT)

Onboarding

Problem Solving

Project Management

Research

Talent Management (L&D)

Writing/Editing

## SUMMARY:

I am an HR professional with a background in communications and marketing. A recent MBA graduate, I proactively strategize to achieve business goals in my pursuit of continuous learning and consistent growth. I hold a year of direct experience in HR at a small manufacturing company. There, I established HR procedures and policies, complying with labor laws, reducing financial risks, and building morale. I also worked as a freelance business writer and developed marketing at a local nonprofit. From my education career, I offer 6 years of experience from leading high schoolers where I solidified skills in creative problem solving, low-cost project management, engaging training, and conflict resolution.

## EDUCATION:

### Bowling Green State University

Bowling Green, OH

*Master of Business Administration*, GPA: 3.83

August 2017 – August 2019

*Bachelor of Science in Education*, English Minor, GPA: 3.55

August 2005 – December 2009

## ACADEMIC ACCOMPLISHMENT:

### Marketing Management and Strategy, MBA 6050P

August 2018 – December 2018

*StratSim Marketing Analytics Competition, 1<sup>st</sup> Place*

- Led team to first place, increasing stock price 524% and cumulative net income 3,534%.
- Differentiated for targeted microsegments, increasing market share from 13.2% to 29%.
- Achieved largest unit share of 5 microsegments while maintaining lowest COGS by 10%.

## EXPERIENCE:

### The Write Woman, LLC

Bowling Green, OH

Founder and Business Writer

October 2019 – present

- Own and operate business writing and consulting firm that develops marketing campaigns, web copy, promotional materials, and internal HR communications.
- Create communication plan for change communication that supports labor relations.
- Write persuasive copy directed at target markets to sell client's services and products.
- Collaborate with graphic designers and account managers to create efficient deliverable.

### Inclusive for Women, Inc, dba Women of Toledo

Toledo, OH

*Associate for Marketing and Communication, Contract*

August 2019 – January 2020

- Created and posted content for Facebook, Instagram, and LinkedIn 3+ times a week.
- Expanded nonprofit's professional presence on LinkedIn, increasing following by 224%.
- Oversaw marketing campaign for annual fundraising gala, selling 98% of tickets.
- Compiled and analyzed marketing performance data to present to leadership.

*Associate for Marketing and Communication, Intern*

June 2019 – August 2019

- Developed presence on LinkedIn platform, leading to a 71% increase in followers.
- Composed value-added blogs to reflect mission and brand and to promote organization.

### Spectra Photopolymers

Millbury, OH

*Human Resources Generalist*

April 2018 – April 2019

- Launched HR department in rapidly-growing manufacturing company that doubled staff.
- Wrote and managed accident reporting, expense reporting, and onboarding processes.
- Tracked and delivered payroll for 30+ employees, including overtime and leave time.
- Composed internal communications, assisting in effective and positive change.
- Oversaw benefits open enrollment, answering staff questions and completing updates.
- Counseled management and employees as to human resource policies and procedures.
- Resolved conflict within workplace through open, empathetic conversations.

*Administrative Assistant*

March 2018 – April 2019

- Supported process of successful ISO 13485 QMS for Medical Devices certification audit.
- Served supply chain and accounting departments with accounts payable and receivable.

**Hardin County Schools**

Elizabethtown, KY

*English Teacher*

July 2016 – June 2017

- Implemented learning and development programs for 6 various semester-long courses, differentiating for targeted growth.
- Created career readiness writing program, resulting in the highest pass rates in county on state assessment.
- Effectively used Learning Management System to administer curriculum, personalize instruction, and assessed learning.
- Redesigned AP Language and Composition curriculum, strategizing change management to align with standards.

*Assistant Cheerleading Coach*

July 2016 – June 2017

- Oversaw department budget and tracked expenses, providing an accurate report to donors of financial stewardship.
- Coordinated logistics of apparel fundraiser with 6 designs and 12 sizes, funding competition fees and athletic supplies.

**Prince William County Public Schools (PWCS)**

Manassas, VA

*English Teacher*

August 2011 – June 2016

- Supervised learning and development for 700+ students, documenting measurable growth and achieving annual SMART goals.
- Developed and implemented yearly, monthly, and daily plans for 6 courses (projects) to meet annual statewide objectives.
- Accomplished 100% pass rate in standardized state assessments from 2013 to 2016, surpassing school and county goals.
- Recognized as leading writing instructor, serving as mentor for 15 English teachers and leading schoolwide writing training.
- Provided informal and formal feedback, empowering students to make improvements to their performance and rating.
- Implemented best teaching strategies using research-focused ideas, meeting the learning needs of a diverse audience.
- Built rapport and maintained communication with stakeholders at multiple levels to mediate and resolve concerns.

*Journalism Adviser*

August 2011 – June 2016

- Led newspaper project, managing staff of 25+ in meeting deadlines for a bimonthly online and print product.
- Raised funds through advertisements, fundraising events, and product/service sales to meet \$5,000+ annual expenses.
- Developed and implemented ethics certification course and style guide, ensuring accountability to high standards.
- Trained editors in Photoshop and InDesign skills, supporting visual, creative design for print and digital media.

**Huntington Learning Center**

Stafford, VA

*Assistant Director of Administration*

June 2010 – August 2011

- Assisted with company sales forecasting, planning and budgeting processes, setting, supporting, and achieving KPIs.
- Managed 15 employees, communicating goals, assigning schedules, tracking attendance, and evaluating performances.
- Ran talent acquisition process, recruiting and screening applicants, holding interviews, and hiring qualified employees.
- Coordinated and supervised onboarding process to ensure new hires' performance readiness and to reduce turnover.
- Facilitated building-wide training sessions on new strategies and best practices to develop high-performance workforce.

**INVOLVEMENT:****Kiwanis International, Bowling Green Club**, Member, Bowling Green, OH

January 2019 – December 2019

- Empower communities to improve the world by making lasting differences in the lives of children around the world.

**Kentucky Online Testing Committee**, Trainer, Hardin County Schools, KY

July 2016 – June 2017

- Trained department of 12 educators to become certified scorers for the state writing assessment for career readiness.

**Technology Committee**, Member, Hardin County Schools, KY, Member

July 2016 – June 2017

- Promoted meaningful technology resources to increase teacher efficiency, support learning, and enhance engagement.

**Curriculum Development Board for Writing**, Member, PWCS, VA

August 2015 – July 2016

- Collaborated on change management project to implement results-oriented curriculum for state writing standards.

**Professional Learning Community (PLC)**, Leader, PWCS, VA

August 2014 – July 2016

- Led 4 colleagues in analyzing and improving teaching strategies and procedures, documenting measurable progress.

**Interview Day Committee**, Program Supervisor, PWCS, VA

August 2012 – July 2016

- Supported project manager in organizing yearly event, developed performance evaluations, and prepped interviewees.

**SARAH A. MASON, MBA**

sarah@writewomanworks.com