



Jeff Mason

Personal Information

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Profile

Customer Success Specialist Experienced in Product Management and Marketing.

I'm a product-team professional and marketer re-focusing my career as a customer success specialist. My expertise includes customer success management, software and technology marketing, SaaS product design and development, written and verbal communication.

I enjoy working directly with customers to integrate and optimize software tools that help them build effective business systems. Clients and colleagues would describe me as a positive and self-motivated teammate, a clear and empathetic communicator, a resourceful and tech-wise problem-solver. Currently, I'm seeking remote work opportunities with a SaaS company as a customer success specialist focused on direct customer support, improving the user experience, and contributing to continual product improvement.

Skills

Customer Orientation
Communication
Leadership
Empathy

Working Remotely
Collaboration
Coaching/Teaching
Copy Writing

Product Design
Product Management
Marketing Automation
Web/Marketing Analytics

Work Experience

2013-Present

Product Manager and Marketing Manager BellesLink.com, Eagle, CO (Remote, Contract)

- Work closely with the CEO to define SaaS product strategy and vision.
- Write and produce customer success content, including onboarding emails, how-to articles, and video tutorials.
- Provide technical and product support to key customers.
- Voice of the customer interviews to identify feature gaps and generate new ideas for product improvement.
- Manage product planning, design, UX, and UI.
- Manage product roadmap, requirements, and development backlog.
- Provide product design direction and deliverables to development team.
- Analyze product metrics and trends to assess product health and improvement opportunities.
- Develop marketing strategy and brand messaging.
- Design and write all marketing communications, including website, blog, social media, email, and digital advertising.
- Implement and manage marketing automation including API integrations and data analytics.
- 2019: *User Growth 30% / Retention Rate 85%*.

2005-Present

Principal Hero Design Studio, Denver, CO (Remote, Self-Employed)

- Consult SaaS and technology companies on marketing strategy and product development.
- Lead cross-functional design and development teams.
- Direct and develop website and product designs.
- Write and produce marketing content including websites, blogs, videos, and tutorials.
- Develop and execute SEO strategies, including website architecture, content optimization, and schema markup.

- Implement and manage marketing automation including API integrations and data analytics. Completed projects with Hubspot, Pardot, Salesforce, Basecamp, Asana, Gravity Forms, Zapier, Mail Chimp, and more.
- Analyze marketing and product metrics. Custom reporting through Microsoft Power BI.
- Manage client accounts, billing, and renewals.
- Manage business operations and new business development.
- *Current clients include SCRAM Systems and BellesLink.*
- *Past clients: Acquilano Architecture, Adigo Conferencing, Fluid Coffee, Integer Group, Juice Communications, Mental Health Colorado, Sterling-Rice Group, Sukle Advertising, and Wiegand Attorneys & Associates.*

2002-2005

Freelance Art Director**J.Mason Design; Denver, CO (Self -employed)**

- Art direction and graphic design for advertising agencies
- Specialist in complex print production for packaging and catalogs
- *Clients included: Integer Group, Juice Communications, Sterling-Rice Group, and Sukle Advertising*

1998-2002

Senior Designer**Frontline Learning, Boulder, CO**

- Graphic designer for e-learning courseware developed for Fortune 500 companies.
- Led a project team of four junior designers, worked closely with the creative director.
- Lead designer on e-learning projects for Proctor & Gamble, Adobe Systems, and SAP.
- Lead designer on the software development team creating UI concepts and prototypes.

Additional Experience

2016-Present

Rally Co-Driver/Creative Director/Producer**DrivingLaCarrera.com**

Driving La Carrera is a motorsports brand and media product company I created to share the adventures of my rally racing team. It's a passion project I created from the ground up using all my skills as a designer, writer, producer, entrepreneur, and athlete. Created in 2017, we have been successful at attracting both fans and sponsors. Along with the website, social media, and a podcast, I am leading a documentary team which is producing a short film of our 2019 season.

- Co-driver for vintage rally racing team and two-time finisher of La Carrera Panamericana.
- Creator and creative director of the Driving La Carrera motorsports brand.
- Podcast host and producer.
- Designer and writer for all brand communications, including website, blog, social media, and podcast.

2012-Present

Soccer Coach**Colorado Rapids Youth Soccer Club, Denver, CO**

Coaching youth soccer lets me develop the teaching, communication, and personal skills that make me a better business professional. Teaching young players to solve problems and master the game of soccer is not very different from helping customers find their success. The teaching approach I take in my training sessions on the field is similar to how I develop tutorials and onboarding content for customers. Of course, a coach's patience is very valuable when providing customer service and technical support. Athletics teaches life lessons, but it teaches business lessons, too.

- Head coach for U11-U13 girls.
- U.S. Soccer D License.

Education

Platte College, Denver, CO – Associates Degree of Arts, Graphic Design, 1999

References

Alison Betts Former Director of Marketing and Public Relations, SCRAM Systems
ams.betts@gmail.com

Alison and I were colleagues for four years on the SCRAM Systems marketing team. Alison then became Director of Marketing and Public Relations and was my direct client for two years.

Ron Zvagelsky CEO, Presshive
rzvagelsky@planjam.com, (310) 295-0177

Ron is a full-stack Wordpress developer. We have worked together continually over the past four years.

Ash Hopkins Girls Director of Coaching, Colorado Rapids Youth Soccer Club
ash@rapidsyouthsoccer.org, 303.399.5858 ext. 202

Ash has been my director of coaching for the past seven years. I was also Ash's assistant coach during the 2018-2019 season.