Mason Brown, MBA

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SUMMARY

I specialize in translating deep understanding of complex audiences into engaging marketing that produces results. Throughout my career, I've built content and go-to-market strategies that transform organizations. After scaling a technical newsletter to 200K subscribers and $1.65M ARR and increasing user reactivations by 20% for a B2B Saas platform, I'm shifting my focus to the healthcare industry. I'm currently contracted by a Fortune 10 healthcare organization to build buyer journeys & personas for company-wide sales training on new audiences.

KEY ACHIEVEMENTS

- Built technical newsletter from scratch to 200K subscribers, driving $1.65M+ in projected annual revenue.
- Boosted user signups by 18% by redesigning messaging across key conversion points.
- Launched gamification features that increased user activity 25% and reactivations 20%.
- Improved site indexing by 200% through technical SEO overhaul and architecture improvements.
- Led company rebrand that resulted in 50% jump in first-time user registrations.

WORK EXPERIENCE

McKesson (CoverMyMeds)   Oct. 2025 – Present
Product Marketing Consultant (Contract)
- Contracted to build buyer journeys & personas to assist in engagement of new audiences after M&A.
    - Analyzed enterprise audience segments to define new opportunities for growth.
    - Building comprehensive buyer personas for use in organizational sales training & demand gen efforts.
    - Leading company-wide, in-person sales training sessions to prep for large-scale product launch.
    - Building detailed buyer journeys to inform sales enablement efforts and future campaign targeting.

Experts Exchange   Aug. 2020 – Oct. 2025
Head of Marketing | Nov. 2023 – Oct. 2025
- Leader of product & GTM strategy for a private tech community platform.
    - Led strategic planning and execution of product launches and lifecycle updates.
    - Executed initiatives to build new revenue levers, improve SEO, and enhance product experience.
    - Built and managed cross-functional team across operations, social content, and web development.

- Led product-launch for gamification features, including market research, UX/UI design, and GTM.
    - Partnered with users develop an experience aligned with engagement goals and business objectives.
    - Designed engaging UX/UI that increased user activity by 25%.
    - Boosted account reactivation rate by 20%.

- Refined UX Messaging to drive conversion.
    - Iterated messaging across logged-out pages and signup flows.
    - Increased first-time signups by 18% and question-posting by 351%.
    - Reduced bounce rate by 5% and improved clarity in key user journeys.

- Managed technical SEO & site architecture overhaul.
    - Rebuilt structured data, replaced legacy iframes, and optimized Core Web Vitals.
    - Improved indexed pages by 200% and daily traffic by 135%.
    - Upgraded 71K URLs from "Poor" to "Good" performance status.

- Launched technical newsletter to engage IT professionals and drive revenue. Built brand & tailored messaging.
  - Scaled to 200K subscribers with 60% open rate in less than 8 months.
  - Maintained 2-3% average click rate on ad placements.
  - Drove $80K+ in initial revenue and $1.65M+ projected ARR.

Marketing Manager | Nov. 2021 – Nov. 2023
- Orchestrated full rebrand campaign unifying messaging and visuals across entire organizational footprint.
  - Increased daily traffic by 35%.
  - Boosted first time sign-ups by 50%.

- Managed growth content initiatives, primarily focused on vertical social video & email lifecycle campaigns.
  - Generated over 4 million organic views across platforms, including viral video with 2.2M unique views.
  - Increased abandoned cart workflow conversion rate by 20%.

- Implemented Amplitude product analytics platform for product usage segmentation and cohort analysis.
  - Enabled future CRO efforts resulting in 30% increase in trial signups.
  - Improved user behavior tracking and contributed to more impactful product onboarding experience.

- Built scalable workflows to empower product engineering team & eliminated communication bottlenecks.
  - Cut time-to-release in half, resulting in more product launches & feature updates.
  - Decreased reported bugs on new releases to near-zero.

Marketing Strategist | Aug. 2020 – Nov. 2021
- Led product positioning & messaging across channels. Unified voice, design, and value propositions.
- Wrote blog content optimized for conversion and SEO, aligned to product positioning and funnel stage.

Conversant Group   **Jan. 2020 – Aug. 2020**
Marketing Strategist
- Created marketing materials requiring strict adherence to client confidentiality & regulatory compliance.
- Produced technical and educational content for cybersecurity clients, increasing social engagement by 98%.

EDUCATION

Lee University   **May, 2023**
Master of Business Administration
University of Tennessee - Chattanooga   **December, 2019**
Bachelor of Arts, Communications

SKILLS

Strategic: Go-to-Market Strategy (GTM), Product Positioning, Messaging Frameworks, Value Proposition Development, Market Research, Competitive Analysis, Buyer Personas, Pricing Strategy, Product-Led Growth (PLG), Win/Loss Analysis, AI-Driven Market Research, Product Roadmap Alignment.

Execution: Product Launches, Sales Enablement, Demand Generation, Lifecycle Marketing, Email Marketing, Conversion Rate Optimization (CRO), A/B Testing, Funnel Optimization, User Onboarding, Churn Reduction, Voice of Customer (VoC), Launch Readiness Enablement, Content Repurposing Strategy.

TOOLS

Amplitude, Looker, Google Analytics, SQL, Hotjar, Optimizely, HubSpot, Mailchimp, Marketo, Salesforce, Google Ads, SEMrush, Ahrefs, Zapier, Typeform, Figma, Adobe Creative Suite, Webflow, WordPress, Notion, Confluence, Jira, Trello, Asana, Slack, Google Workspace, ChatGPT, Claude, Jasper, Deep Research, Perplexity, Supabase, Replit.