

Mason Lefever

mason.lefever@gmail.com • (717) 617-7045 • Philadelphia, PA

<https://masonlefever.com>

<https://www.linkedin.com/in/mason-lefever>

EDUCATION

Temple University, Philadelphia, PA
Major: Public Relations | Minor: Spanish | Cumulative GPA: 3.76

Expected Graduation: May 2025

EMPLOYMENT EXPERIENCE

Brand and Strategic Marketing Intern, NBCUniversal Local Philadelphia, Philadelphia, PA **June 2024 - Present**

- Research and develop creative concepts to present a cohesive rebranding strategy for the lifestyle show 'Philly Live' to leadership, enhancing its appeal and aligning it with the station's strategic goals
- Compile extensive research on upcoming station-related events and devise strategic social and broadcast promotional plans to enhance the network's coverage and viewer engagement
- Design innovative cross-functional marketing strategies and go-to-market plans that increase brand awareness within target markets, engage with viewers, and elevate marketing messages on all platforms
- Direct, produce, and edit videos for social content with local on-air talent
- In the first 4 months, have driven 37% follower growth through strategic content and engagement initiatives, increasing the audience from 3,200 to 4,400+

Project Manager, American Marketing Association: Cherry Consulting, Temple University **January 2025 - Present**

- Lead a team of 10 students in delivering marketing, graphic development, and brand awareness solutions for a Central American restaurant located in Philadelphia
- Oversee project timelines, deliverables, and stakeholder communication to ensure alignment with client objectives
- Facilitate team meetings, assign tasks, and ensure smooth collaboration among team members
- Conduct research, data analysis, and strategy development to create new in-house graphics for client

Social Media Ambassador, Temple University, Philadelphia, PA **August 2023 - Present**

- Create and curate engaging social content for Temple University's mobile platforms to promote campus events, student life, and academic programs
- Have generated 196.5K+ impressions and a 4.3% engagement rate so far, with continued upward trends as new content is published
- In 2025, produced video content with 85K+ views (and counting), contributing to sustained engagement with student life initiatives

Digital Marketing Intern, The Spellbound Group, Philadelphia, PA **August 2024 - December 2024**

- Curated social media content for current and legacy musical artists such as Aretha Franklin, Janis Joplin, and The Doors
- Researched, planned, and strategized social media campaigns to advance engagement with each artist's audience
- Compiled images and videos to be cut and edited for posting on each artist's social media page

Publicity and Promotions Intern, Allied Global Marketing, Philadelphia, PA **September 2023 - May 2024**

- Generated excitement on theatrical and streaming releases regionally in both Philadelphia and Pittsburgh through publicity and promotional efforts
- Compiled public relations and promotional research to gather media outlet statistics, press and influencer contacts, and cultural events
- Covered red carpets, advance screenings, and influencer events to generate event recaps, press releases, and media alerts
- Managed client documents and provided administrative support across Microsoft Teams, expenses, and reporting

SKILLS

Language: Advanced in Spanish

Technical: Adobe Creative Suite, Microsoft Office Suite, Video Editing, Instagram, Canva, Social Media Marketing, TikTok, Creative Development, Consumer Marketing, Digital Marketing Campaigns, Brand Marketing, Powerpoint, Target Audience Reach, Facebook, Consumer Engagement, Marketing Events, YouTube, Twitter (X), Digital Advertising

Personal: Attentive, Highly Motivated, Time Management, Organized, Detail-Oriented, Brainstorming, Creative Thinking, Strategic Thinker, Trustworthy, Willingness to Learn, Multitasking, Communication Skills, Accuracy, Confidentiality