

MASON TRAN

Marketing Strategy | Creative Production | Digital and Automation Systems

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Marketing Director with 8 years of professional experience, 2016 to present, developing and executing integrated marketing strategy, creative production, digital systems, and workflow automation for a multi brand manufacturing network.

CORE STRENGTHS

- Marketing Strategy
- Brand and Portfolio Management
- Marketing Automation (NetSuite)
- SEO and Analytics
- Content and Creative Production
- Social Media Management
- Process Improvement
- Trade Show and Event Marketing
- Demand Generation
- Channel and Distributor Marketing
- CRM and Funnel Design
- A/B Testing and Optimization
- Video Editing (DaVinci Resolve)
- AI Prompting and Automation
- Budget and Reporting Systems
- ITAR and Regulatory Compliance

EXPERIENCE BY ORGANIZATION

ETI NETWORK | DIRECTOR OF MARKETING AND OPERATIONS

2024 - Present | Westfield, IN

Strategic Marketing and Branding

- Manage brand standards and marketing strategy across 2 subsidiaries and 4 brands under ETI Network
- Direct external agency partnerships from inception for website development and brand identity guide creation
- Manage ongoing updates to product and program communications, messaging, and sales materials across all brands
- Created all ITAR compliance documentation from scratch, achieving program approval in May 2026, and trained 30+ employees across executive, manager, and staff tiers
- Develop and execute local marketing strategies and go to market plans for product and services portfolios
- Design audience segmented demand generation funnels for distributor, direct consumer, and service provider buyer types
- Build and manage distributor channel marketing programs representing 60% of ETI product sales volume
- Onboarded 5 new accounts in under 90 days through targeted sales funnels and sales team coaching
- Set up booth and managed full show logistics for ETI FAB at PMA Indiana's Suppliers Expo

Creative Production

- Plan video content and storytelling for advertising services with end to end production ownership
- Edit and color grade video content using DaVinci Resolve
- Develop and manage annual content calendars across social and digital platforms
- Produce sales marketing materials and multichannel campaign assets for direct sales and distributor channels
- Designed booth graphics and marketing materials for ETI FAB's PMA Indiana Suppliers Expo presence
- Prepared marketing materials for ETI's international trade show presence in Amsterdam

Digital and Web

- Grew Google search ranking from 68th to 8th and earned 2,000+ monthly organic impressions through SEO and site optimization
- Reduced bounce rate by 20% through targeted keyword strategy and technical SEO
- Design and run A/B tests on the ETI Controls website, splitting messaging for technical buyers versus business decision makers
- Run A/B tests on email subject lines and messaging to optimize campaign performance
- Manage social channels through Hootsuite (Certified) and Meta Business Suite, growing audiences 20% weekly
- Increased customer engagement rate by 17% through full funnel content development

- Apply AI prompting tools daily to accelerate content development, research, and campaign execution
- Manage 3 company websites, driving 35,000+ annual search impressions generating 10+ weekly sales inquiries

Automation and Systems

- Designed full customer funnel workflows with distinct touchpoints for email, phone, and other channels, managed entirely in NetSuite
- Design segment specific funnels for distributor, direct consumer, and service provider buyer types, each with its own ICP and content strategy
- Apply automation to reduce human error and improve process efficiency across departments including accounting, RMA, and production scheduling support
- Reduce errors and production delays by building and implementing automated workflows
- Deliver KPI reporting through NetSuite built in reports for real time campaign visibility

ETI NETWORK | MARKETING AND OPERATIONS COORDINATOR

2022 - 2024 | Westfield, IN

Strategic Marketing and Branding

- Conduct competitive analysis, customer segmentation, and industry trend research across the ETI Network portfolio

Creative Production

- Design banners, social graphics, and print materials using Canva, Adobe Photoshop, Adobe Illustrator, and Affinity Suite
- Write and post case studies on the ETI Network website

Digital and Web

- Built and manage the ETI Network WordPress website from scratch, including all site architecture
- Track performance using Google Analytics and Google Tag Manager

Automation and Systems

- Built 22 NetSuite marketing automation workflows from scratch
- Built a marketing budget tracking system using automated invoice processing and spend alert notifications

YOUNG MAKER VIETNAM | PR MANAGER

January 2016 - January 2018 | Ho Chi Minh City, Vietnam

Strategic Marketing and Branding

- Researched, planned, and implemented quarterly advertising and PR plans
- Maintained 20+ media relationships to build brand awareness and credibility
- Collaborated with sales and marketing teams, growing target audience by 20%

Creative Production

- Wrote and edited press releases, company newsletters, and website content
- Consulted with advertising agencies to create commercial ads for Facebook promotion

FREE HUGS VIETNAM | EVENT TEAM MEMBER

January 2015 - August 2016 | Vietnam

Creative Production

- Designed event posters and promotional videos to attract target audiences

Digital and Web

- Organized 3 events reaching 300+ participants and gaining 2,000+ Facebook followers
- Implemented Facebook advertising plans, creating commercial ads and posts
- Engaged Facebook audiences through posts, video, and comment responses

IUPUI | RESEARCH ASSISTANT

2023 | Indianapolis, IN

Strategic Marketing and Branding

- Used IBISWorld for market and industry research, creating ICPs and buyer profiles

EDUCATION AND CERTIFICATIONS

Bachelor of Science, Business Marketing

Indiana University, Kelley School of Business, 2023, GPA 3.97

Certifications

- Google Analytics Individual Qualification, Google, issued January 2023
- Google Data Analytics, Google, issued October 2022
- Google Ads Search Certification, Google, issued November 2022
- Hootsuite Social Marketing Certification, Hootsuite, issued January 2023
- Hootsuite Platform Certification, Hootsuite, issued November 2022
- Sprout Social Platform Certification, Sprout Social, issued January 2023
- Social Media Marketing, HubSpot Academy, issued January 2023
- Content Marketing, HubSpot, issued September 2022
- Semrush SEO Certification, Semrush, issued October 2022
- Twitter Performance Fundamentals Badge, Twitter, issued January 2023

WEBSITES

Portfolio website: mason-tran.com

LinkedIn: <https://www.linkedin.com/in/masotran/>