

Mason Lefever

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EDUCATION

Temple University, Philadelphia, PA

Graduated May 2025

Major: Public Relations | Minor: Spanish | Cumulative GPA: 3.76

EMPLOYMENT EXPERIENCE

Consumer Products Marketing Strategy Intern, The Walt Disney Company, Orlando, FL

June 2025 - Present

- Collaborate closely with the team on campaigns including A Pixar Celebration, Princess, Toy Story, Macy's Thanksgiving Parade, and Zootopia 2
- Execute targeted email and paid media campaigns resulting in 13% Pixar and 27% Cars year-over-year growth at Walmart, Target, and Amazon
- Develop quarterly and year-to-date recaps for products from LEGO, Just Play, Jakks, and Mattel
- Lead collaboration with creative agencies and internal teams to produce attention-grabbing emails that drive consumers to newly released products
- Contribute to cross-functional teams in developing program decks for Toy Story 30th, A Pixar Celebration, Lightning McQueen Day, and Zootopia 2
- Support social content creation at the pre-launch influencer event for the Disney x Macy's collaboration and launch of Disney Style
- Build relationships across departments to deepen understanding of cross-team workflows and campaign execution
- Observed and assisted the Influencer Communications team during execution of a holiday influencer event showcasing seasonal festivities.

Brand and Strategic Marketing Intern, NBCUniversal Local Philadelphia, Philadelphia, PA

June 2024 - April 2025

- Research and developed 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
- Compiled extensive research on upcoming station-related events and devise strategic social and broadcast promotional plans to enhance the network's coverage and viewer engagement
- Designed 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
- Directed, produced, and edited videos for social content with local on-air talent
- In the first 4 months, drove 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 - May 2025

- Lead a team of 10 students in delivering marketing, graphic developments, and brand awareness solutions for a Central American restaurant located in Philadelphia
- Oversaw project timeline, deliverables, and stakeholder communications to ensure alignment with client objectives
- Facilitated team meetings, assign tasks, and ensure smooth collaboration among team members

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 Suite Office, Video Editing, Writing & Editing, Keynote, Social Media Marketing, Excel, Creative Development, Brand Research, Digital Marketing Campaigns, Brand Marketing, Powerpoint, Social Media Channels, Project Management Tools, Marketing Materials, Marketing Events, Go to Market Strategy, Marketing Skills

Personal: Attention to Detail, Highly Motivated, Leadership Skills, Organized, Thrive in Fast-Paced Environments, Verbal and Written Communication Skills, Creative Solutions, Interpersonal Skills, Strategic Thinker, Organizational Skills, Willingness to Learn, Multitasking, Accuracy, Professionalism, Analytical Thinking, Problem-Solving Skills, Energetic