Peter L Mason

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Introduction

Web professional with a deep understanding of how technology, governance, and analysis intersect to provide high-value content that engages and informs

- Experienced, versatile communicator
- Skilled web project leader
- Accomplished writer and editor

- Adept digital content creator, manager, and strategist

Professional Experience

Web Editor
National Assn. of Secondary School Principals, Reston VA   **Aug. 2009-Present**

Responsible for management of 15 web properties, wide range of web-related projects, including website redesigns, content strategy initiatives, and user-engagement programs

Websites:

- 2.1 million visits per year
- 1.6 million unique visitors per year
- 5.7 million page views per year
- 10% yearly increase in traffic, 2010-2013

Webinar Program:

- Launched NASSP's first web-based broadcasting initiative
- More than 3,000 participants in two years
- 12% growth in registrations

News Editor
Associated Builders and Contractors, Arlington, VA   **July 2003-April 2008**

Managed production and distribution of weekly electronic membership newsletter; responsible for a wide range of communications projects, including year-in-review publication, monthly columns, and advocacy pieces

Gold Medal Winner, 2005

Association Trends All-Media Contest

Newsline (dist. 22,000 members)

Weekly/Daily Member Communications

Silver Medal Winner, 2008

Association Trends All-Media Contest

ABC 2007 Year in Review

Annual Publications

Managing Editor
EIN Publishing, Inc., Alexandria, VA   **Feb. 1998-July 2003**

Responsible for quality, accuracy, and timely delivery of all EIN publications; managed staff of three, including in-house editors and freelance writers

Products

- Seven daily electronic newsletters, delivered via fax and email
- Monthly print review of each newsletter, delivered via mail

Production:

- Wrote 15-20 news articles per day
- Edited 15 news articles per day
- Full copyedit of all seven newsletters before delivery

Education

Bachelor of Arts
University of Virginia
Charlottesville, VA
May 1997

Web Design and Development Certificate
Northern Virginia Community College
May 2013

Technical Skills

HTML, CSS, JavaScript, JQuery, PHP, SQL, Adobe Creative Suite (Photoshop, Dreamweaver), Microsoft Suite (Word, PowerPoint, Excel), GoTo Webinar