

MASON ROBERT BRAY (he/him)
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PROFILE

Creative strategist and content producer with 3+ years leading digital marketing for Broadway and touring productions — including Maybe Happy Ending, The Great Gatsby, and The Notebook. Background spans brand design, campaign strategy, and four years hosting a podcast on the Broadway Podcast Network.

WORK & PROJECT EXPERIENCE

And That's Strategy

New York, NY

Associate Account Manager

April 2025 – Present

- Lead digital marketing and content strategy for Broadway and touring productions — including Maybe Happy Ending, The Great Gatsby, The Notebook, and Netflix activations — achieving multi-million impressions across Instagram, TikTok, Facebook, Threads, and YouTube
- Direct and produce short-form video and photography content on-site at live events, rehearsals, and performances, ensuring brand consistency and audience appeal
- Build social performance dashboards and manage influencer affiliate programs, translating platform data into stakeholder-ready insights and campaign recommendations

BOND Theatrical Group

New York, NY

Fall Marketing/Booking Intern

October 2024 – December 2024

- Contributed to marketing, publicity, and booking efforts for Broadway national tours in brand usage and understanding Producer and Presenter contractual obligations
- Attended and assisted content shoots ensuring efficient timeline management and coordination efforts
- Organizing analytical information across departments related to ROAS, ROI, and Daily Sales Wraps

B-Hive Printing

Boonville, IN

Graphic Designer / Branding Designer

April 2022 – August 2024

- Designed custom signage, promotional materials, and digital content for 100+ clients using Adobe Creative Suite
- Managed project workflows through monday.com to ensure on-time delivery of client work
- Collaborated with customers to translate branding goals into creative design solutions

LEADERSHIP EXPERIENCE

Student Government Association (SGA) — Pace University

Executive President

April 2025 – May 2026

- Work as a liaison between Pace University administration and the student body while building out actionable organizational goals
- Plan events & initiatives reaching 5,000+ Undergraduate students across the student body of Pace University
- Served as a representative on the Socially Responsible Endowment Task Force as the representative for the student voice.

Residential Life — Pace University

Resident Assistant

March 2025 – present

- Supported and mentored 50+ residents by fostering inclusive community spaces and promoting personal, inclusive growth
- Facilitated conflict resolution through roommate agreements, mediation, and resource referrals to maintain a safe and respectful living environment specifically with first-year students

Center for Student Engagement — Pace University

Orientation Leader

March 2025 – August 2025

- Welcomed and guided 1,500+ incoming first-year and transfer students across on-campus and virtual orientation sessions
- Facilitated large-group presentations and small-group discussions on student engagement, academics, and campus resources
- Built community by leading interactive activities, answering student questions, and sharing experiences to ease the transition to college life

EDUCATION

Pace University

New York, NY

Bachelor of Business Administration (BBA) in Arts & Entertainment Management

May 2028

GPA: 3.77 | Honors: Dean's List First Honors

RELEVANT COURSEWORK

Macroeconomics / Microeconomics • Business Law • Media, Culture, and Society • Financial Accounting • Managerial Concepts • Contemporary Business Practice • Public Speaking • Elementary Statistics

SKILLS

Software: Adobe Creative Cloud, CapCut, Canva, Sprout Social, Vista Social, Meta Business Suite, Asana, AirTable, Microsoft Office, Google Suite

Technical: Graphic Design, Video Editing, Voice Development | **Professional:** Strategic Communication, Public Speaking, Team Leadership