

# ALISON MAHON

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## EXPERIENCE

### **Cabana Life** — *Brand Manager*

JACKSONVILLE, FL | JUL. 2020 - FEB. 2025

- Developed and implemented data-driven brand strategies to drive awareness, engagement, and sales across e-commerce, wholesale, and retail channels
- Managed marketing calendars and executed multi-channel campaigns (email, SMS, print, web, blog, social, and PPC) and events, analyzing performance to optimize results
- Led the GTM strategies for new product launches on Shopify using market research, trend analyses, consumer insights, and SEO-optimized content
- Coordinated photo and video shoots, managing marketing budgets for maximum impact
- Built and nurtured partnerships with influencers, non-profits, media, and brands to enhance visibility
- Recruited, trained, and led a collaborative marketing team, working cross-functionally to drive brand goals
- *Previous position held as Content Manager; Jul. 2020 - Jul. 2021*

### **Coton Colors** — *Content Marketing Associate*

TALLAHASSEE, FL | MAR. 2019 - JUL. 2020

- Maintained consistent messaging and tone across all content for two unique brands (Coton Colors and Happy Everything!™), ensuring alignment with the overall brand strategy and voice
- Managed cross-platform marketing initiatives across email, social, blogs, magazines, and catalogs
- Became the product expert — crafting narratives with strong SEO keywords to generate sales
- *Previous position held as Junior Content Marketing Associate, Mar. 2019 - Mar. 2020*

### **KCCI** — *Communications Coordinator*

TALLAHASSEE, FL | MAY 2018 - MAY 2019

- Wrote and managed communications, including social media, press releases, e-newsletters, blogs, and videos, to drive engagement and brand awareness for Knight Creative Communities Institute (KCCI)
- Supported the team through graphic design, media relations, events, and other marketing efforts
- Created, produced, and edited the Florida Public Relations Association State and Capital Chapter award-winning *Think TLH* podcast to showcase innovators in the Tallahassee community

### **FSView & Florida Flambeau** — *Managing Editor*

TALLAHASSEE, FL | JAN. 2017 - MAY 2019

- Oversaw a team of 30+ writers and editors of the Florida State University newspaper
- Managed weekly article production, ensuring timely publication both in print and online
- *Previous positions held as News Editor (Jan. 2018 - May 2018), Deputy News Editor (Aug. 2017 - Dec. 2017), and News Staff Writer (Jan. 2017 - Aug. 2017)*

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## EDUCATION

### **Florida State University** — *Bachelor of Science*

TALLAHASSEE, FL | AUG. 2015 - MAY 2019

### **Double Major: Advertising & Editing, Writing, and Media**

SUMMA CUM LAUDE | GPA 3.9

### **Greater Tallahassee Chamber of Commerce** — *Marketing Intern*

TALLAHASSEE, FL | APR. 2017 - DEC. 2017

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## SKILLS

- Adobe Creative Suite
- Microsoft Office Suite
- Brand Strategy and Analytics
- Project Management
- Email, Social, and SMS
- Shopify