

MASON CRUZ

Art Direction | Advertising Creative

CONTACT

-  (503) 507-5430
-  cruzcmason@gmail.com
-  Portland, OR
-  **Portfolio:**
www.bymasoncruz.com

EDUCATION

University of Oregon - School of Journalism and Communication
Advertising, B.S. | Minor in Entrepreneurship
2022 - 2026

SKILLS

- Art Direction
- Creative Strategy
- Campaign Concepting
- Brand Storytelling
- Video Production
- Social Content
- Graphic Design

TOOLS

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- Davinci Resolve
- Lightroom
- Wix / Wix Studio
- Tableau

SUMMARY

Advertising creative with a background in art direction, creative strategy, multimedia production, and brand storytelling. Experience developing campaign concepts and visual content for various brands and organizations. Interested in creating culturally relevant, visually compelling work across digital, social, and integrated campaigns.

EXPERIENCE

Advertising Intern

Bici Chocolate | Heredia, Costa Rica | JUN. 2025 - AUG. 2025

- Designed and launched a bilingual (Spanish/English) Wix e-commerce website to expand reach and improve tour booking experience, cutting booking time by ~5 minutes.
- Collaborated with the team to align marketing materials with business objectives, bridging cultural and language gaps.
- Built and formatted multiple product catalogs to support wholesale and retail sales.

Video Journalist

The Daily Emerald | Eugene, OR | SEP. 2024 - JAN. 2025

- Pitched and produced original video stories from concept through interviews, filming, and final edit.
- Edited horizontal and vertical video content for digital and social platforms on tight deadlines.
- Crafted compelling captions, enhancing audience engagement.

Public Relations Chairman (Creative & Social)

Theta Chi | Eugene, OR | DEC. 2023 - OCT. 2024

- Led the fraternity's visual and social media presence, producing promotional video and digital content.
- Produced five promotional videos averaging 10K views each, up from ~6K on previous content.
- Increased accounts reached by 119% and engagement by 7.1%.

ADDITIONAL

- Spanish - Proficient
- 35mm & Digital Photography