

Leon Masters

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EDUCATION

American University of Miami & University of North Carolina
Bachelor of Arts
Major: English with Literature Emphasis

Miami, FL/Raleigh, NC
August 2008

PROFESSIONAL EXPERIENCE

Copywriter

February 2012—January 2017

Streamline Productions

Miami, FL

- Responsibilities included creating content for a bilingual local and regional market and enlivening existing copy of product lineups to accommodate a growing millennial audience
- Additional duties included rewording product labels designed to target regional consumer base, automated marketing campaigns alerting subscribers of upcoming products, and proofreading company emails and internal dossiers detailing sales reports and financial projections
- Worked with sales team to investigate and utilize various forms of SEO such as meta description and social media that advertised company's superior product catalog
- Studied market trends by attending medical exhibitions in the region and used results to make suggestions to sales team which yielded in a 30% increase in sales over the course of two years

Teaching Assistant

September 2010—May 2011

American University of the Miami

Miami, FL

- Introduced Microsoft Office to students learning English
- Held weekly tests for the best designed PowerPoint presentation to showcase a firm understanding of the program
- Suggested and incorporated software aimed at improving typing speed and accuracy such as GS Typing Tutor
- Utilized MyAttendanceTracker to track attendance and grades for multiple classes
- Developed separate lesson plans for classes based on overall student performance and facilitated group discussions
- Attended meetings to develop improved curriculum and to explore new software to assist with the learning process

Assistant Sales Representative

November 2009—April 2010

Kenneth & Sons Company

Miami, FL

- Oversaw sale estimate reports and was a primary point of contact for new and returning clients who I guided through legal paperwork related to company purchases
 - Managed company licensing, sales and supplier documentation in addition to easing the sales process for international clients unfamiliar with Miami's laws regarding foreign entities
 - Helped manage the acquisition of new clients from overseas which resulted in weekly sales meetings and drew increased interest to company using SEO that highlighted product inventory
 - Prepared weekly reports and dossiers related to increased sales, financial projections and demand in products exclusive to company
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PERSONAL WORKS & ENDEAVORS

Writing/Publishing

November 2011—October 2013

Amazon

- Published a novel via Amazon's CreateSpace and Kindle Direct Publishing program which was met with praise by local and online reviewers
- Utilized e-book management systems like Caliber to create digital reading experiences using formats such as .mobi and .epub optimized for e-book readers such as the Kindle, Nook and iPhone

Contributing Writer

September 2006—July 2009

Bazaar Magazine

Miami, FL

- Submitted various articles ranging in subjects from local, cultural, and fictional

Blogging

February 2013—Present

WordPress

- Started a WordPress blog as a platform for my personal writings: leonmasters1035.wordpress.com

Health

September 2010—May 2015

Personal Training

Multiple locations

- Offered personal training to various clients in Miami, North Carolina and New York, FL. I met with male and female clients with needs ranging from the desire to lose weight to sculpting a more muscular and toned body
- Multiple forms of resistance training and various philosophies were implemented—HIIT, circuit training, and isolationist bodybuilding
- Nutritional advice was offered when asked based on my own experiences but I suggested clients to consult with a dietitian for more complex issues

Educational Enrichment

February 2013—2015

University of North Carolina

- Attended several courses for personal enrichment and to broaden my education
- Course subjects included advertising, marketing, economics, screenplay development and advanced creative writing

ORGANIZATIONS

The Voice of MUI

Assistant Editor | Contributing writer

December 2004—2008

American University of Miami

- Was part of the original startup team and duties included editing submissions, proofreading the works of colleagues and penning articles regarding local university politics and events
- Attended weekly staff meetings aimed at fostering the newspaper's growth

TECHNICAL COMPETENCIES | CERTIFICATES | PUBLICATIONS

- Microsoft Office: Word, Excel, PowerPoint
- Content Management System: WordPress
- Publications: Kaluna—<http://a.co/1K625Mw>
- E-book Management: Caliber
- In pursuit of NASM Personal Trainer certification
- In pursuit of Teaching Assistant Level 1 certification