

PERFORMANCE- DRIVEN CAMPAIGNS ACROSS CHANNELS

BUILT TO PERFORM — MY WORK IN DIGITAL MARKETING

prepared by Tiana Mason

overview



Key Impact

Data-backed strategy, creative execution, and platform expertise—this is how I help brands convert curiosity into action.

Bridgetek – Lead Generation for Wellness Studios

Managed 20+ localized lead gen campaigns across fitness and wellness brands with tailored ad creatives, forms, and landing pages to drive acquisition.

PlaneAire – Your Ultimate Travel Essentials

Targeted ad campaigns, segmented email marketing, and high-converting landing pages to reach luxury-minded travelers and convert interest into sales.

PlaneAire – Expands to TikTok

Led TikTok Shop setup, organic strategy, affiliate activation, and ad campaigns—building a full-funnel presence from scratch to sales.

Moreland University – State Nurture Campaigns

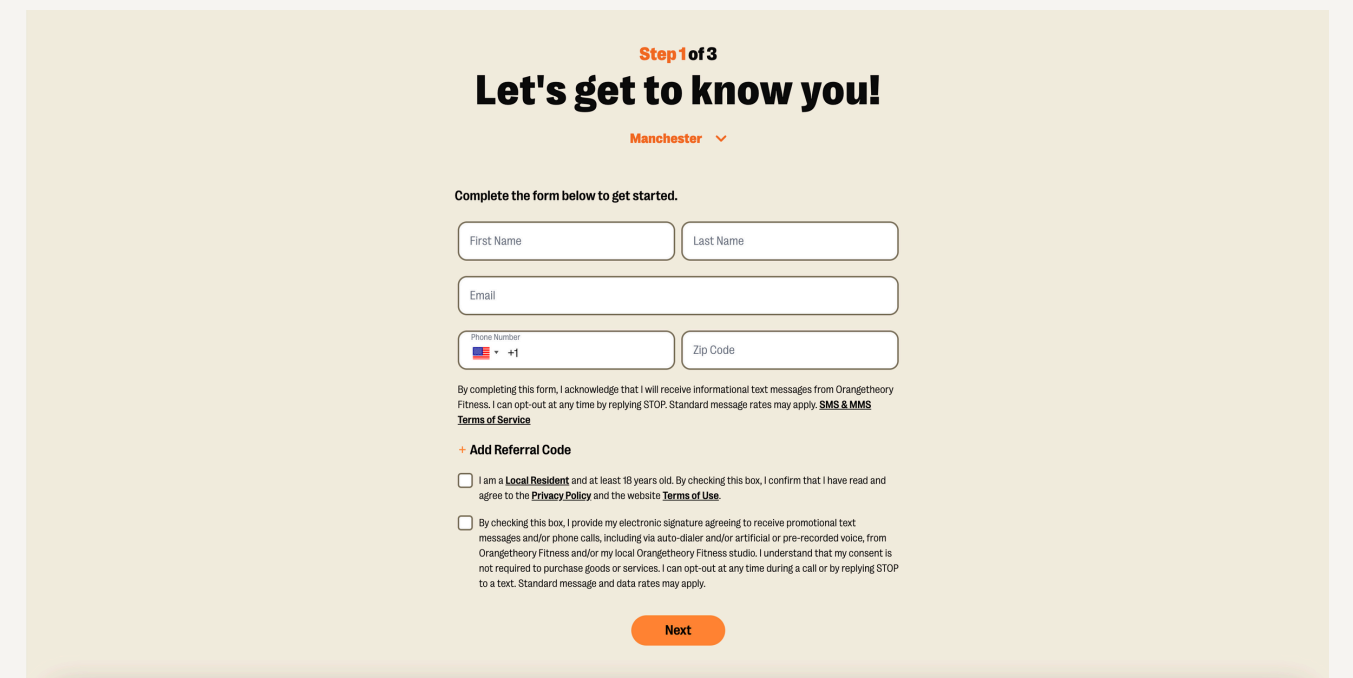
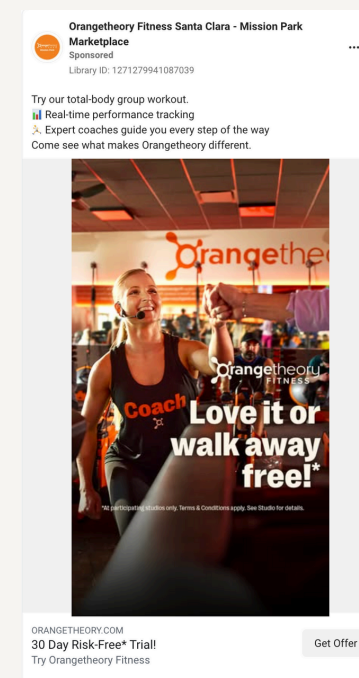
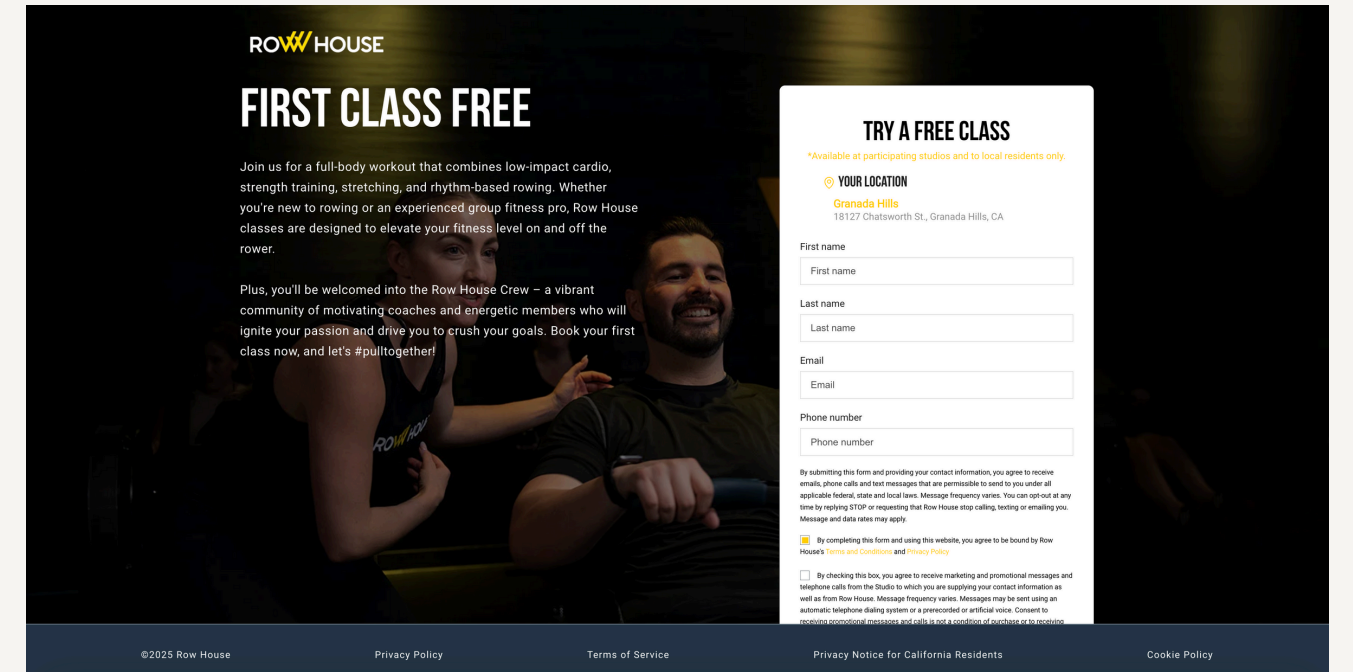
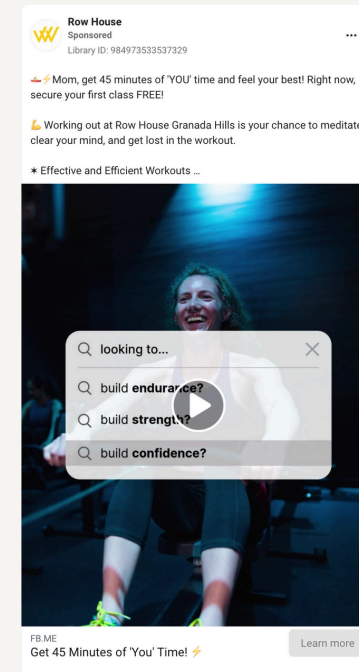
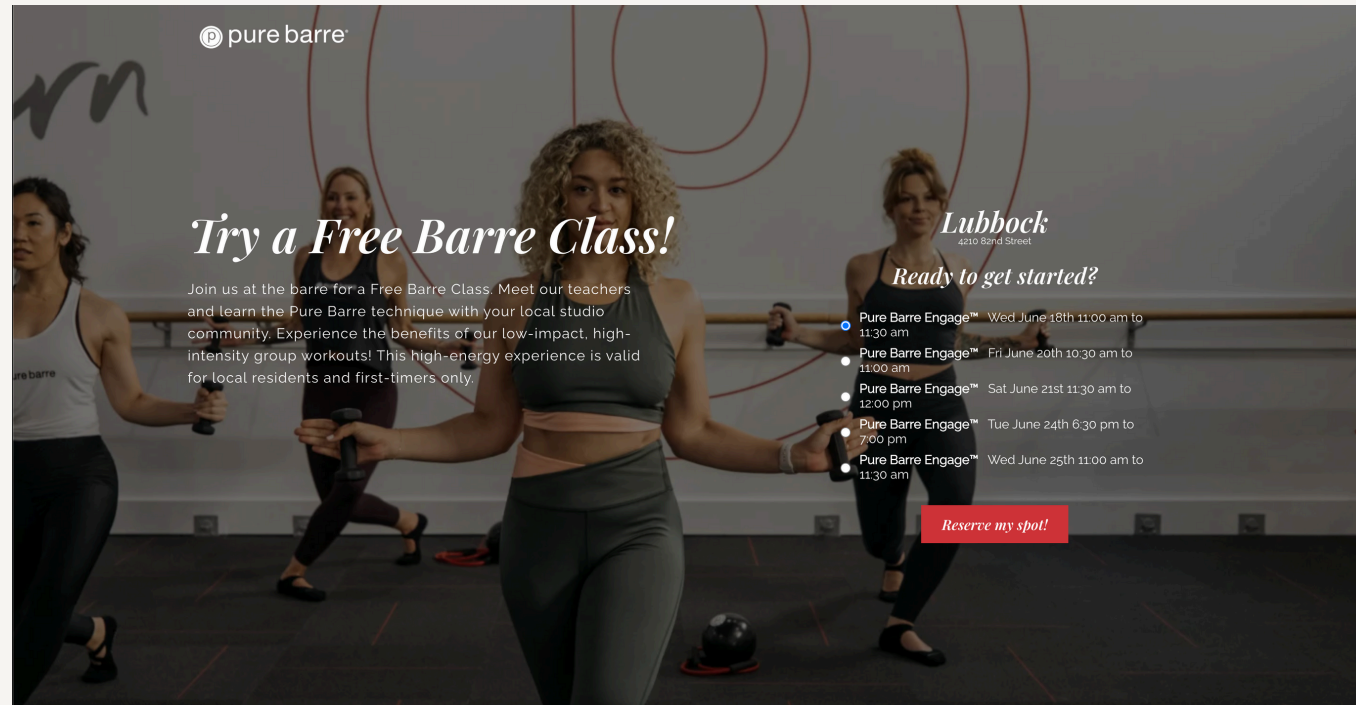
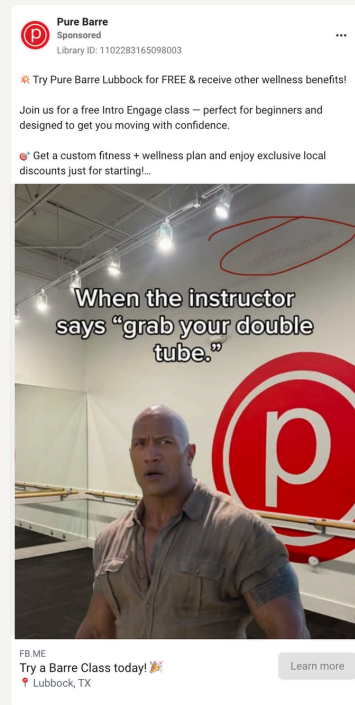
Developed 51 customized email workflows segmented by state, boosting application rates through relevant messaging and strategic automation.

Bridgetek – Lead Generation for Wellness Studios

Bridgetek provides tech and automation support for gyms, studios, and spa franchises. I led campaign development for 20+ franchise locations across the U.S.

Meta Lead Ads

- Created lead ads for Orangetheory, Pure Barre, Club Pilates, Row House, Fit 36, and more
- Designed static and video ad creatives customized to each brand
- Wrote benefit-driven copy tied to seasonal promos and trial offers
- Built custom lead forms and landing pages (Wix & WordPress)
- Segmented audiences by city, ZIP code, and interest



Market Insights

3,000+ Leads Generated in 30 Days | Avg
CPL: \$3.18 | 5.1 ROAS

PlaneAire – Your Ultimate Travel Essentials

PlaneAire is a premium line of hand care and sanitizing products designed with travel in mind. The brand is known for its luxurious, plant-based formulations that blend the worlds of skincare and hygiene, making it a go-to for travelers who value wellness and performance.

Advertising campaigns

I created a tiered ad strategy targeting three core audience segments:

- Travel industry professionals such as pilots, flight attendants, and airline crew
- Sophisticated, savvy travelers, including business and first-class flyers and readers of Travel + Leisure, AFAR, and Condé Nast Traveler
- Broad audiences using Meta Advantage+ placements to test reach and conversion potential

Key tactics included:

- A/B testing ad copy and creative by audience type
- Testing conversion locations (Meta Shop vs. website)
- Testing destination links (product page vs. curated landing pages)
- All ads included clear CTA prompts to sign up for the email newsletter

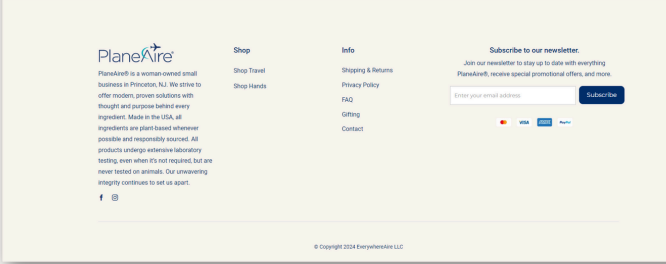
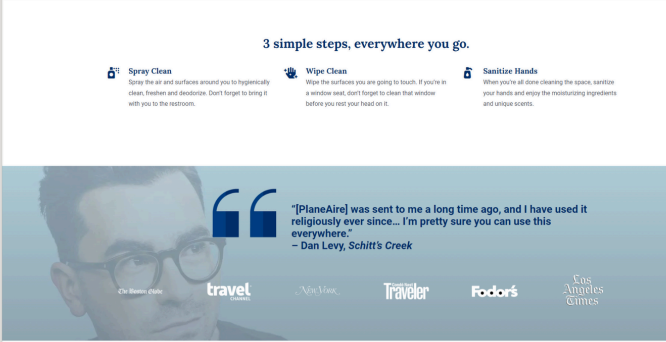
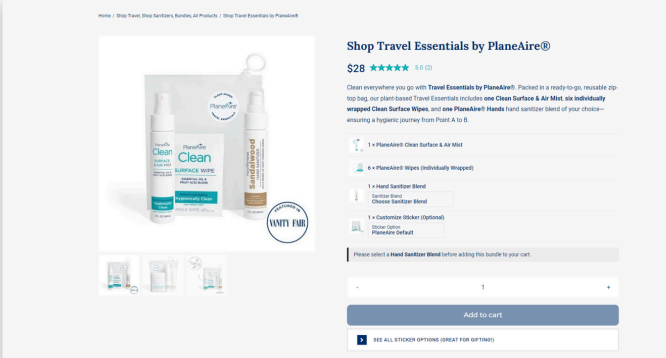
Goal:

To attract high-value customers who resonate with PlaneAire’s elevated brand values—natural, organic ingredients and skin-friendly formulas—by emphasizing the product’s skincare-like quality and travel convenience.

I also supported Google Ads by developing creative, ad copy, and keyword themes aligned with seasonal travel and clean beauty trends.

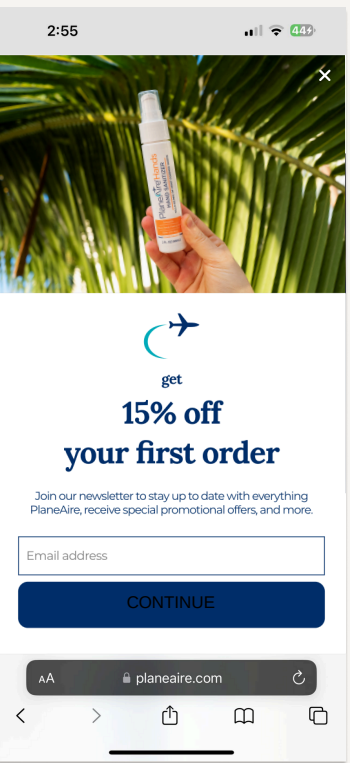
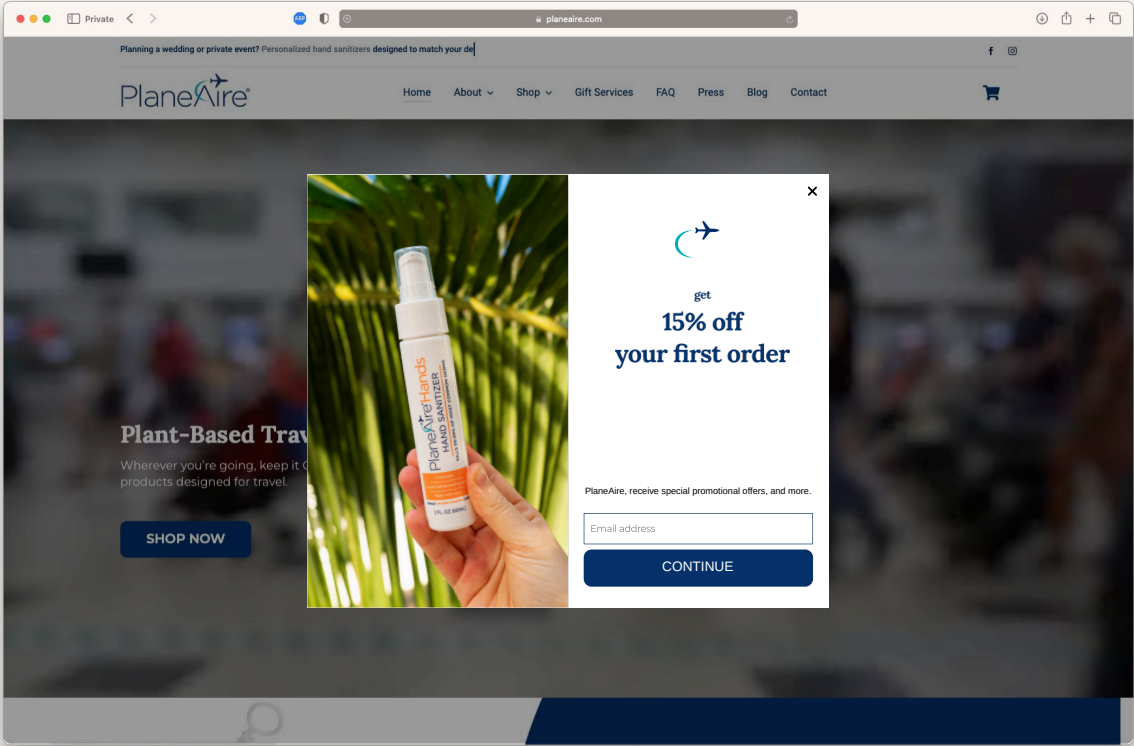
Campaign Components:

- Meta Ads
- Google Ads
- Landing Pages
- Email Sign-Up CTAs
- Creative & Copy



**Market Insights**

+42% Conversion Rate | 3.8 ROAS | 15% CTR



PlaneAire – Your Ultimate Travel Essentials

Email marketing campaigns

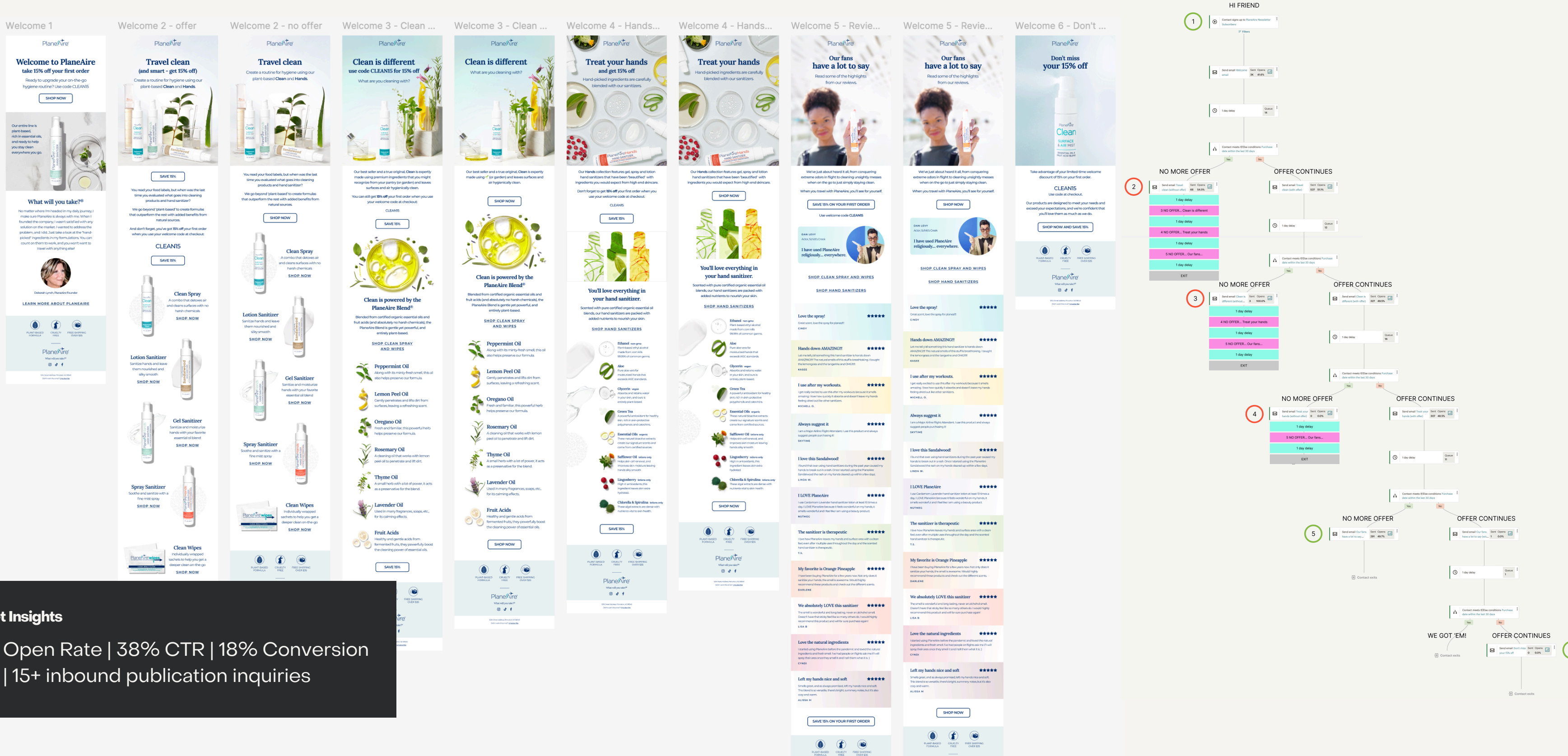
In preparation for increased traffic and sign-ups, I developed a custom 6-point welcome journey in Mailchimp. This included branching logic based on purchase behavior, product interests, and location. The sequence included:

- Brand introduction
- Hero product highlights
- Skincare ingredient education
- Customer Testimonials
- First-purchase discount
- Personal thank-you from the founder



Market Insights

52% Open Rate | 38% CTR | 18% Conversion Rate | 15+ inbound publication inquiries



PlaneAire Expands to TikTok

With the goal of reaching a younger and discovery-driven audience, I led PlaneAire’s TikTok expansion, focusing on three pillars:

TikTok Shop Setup

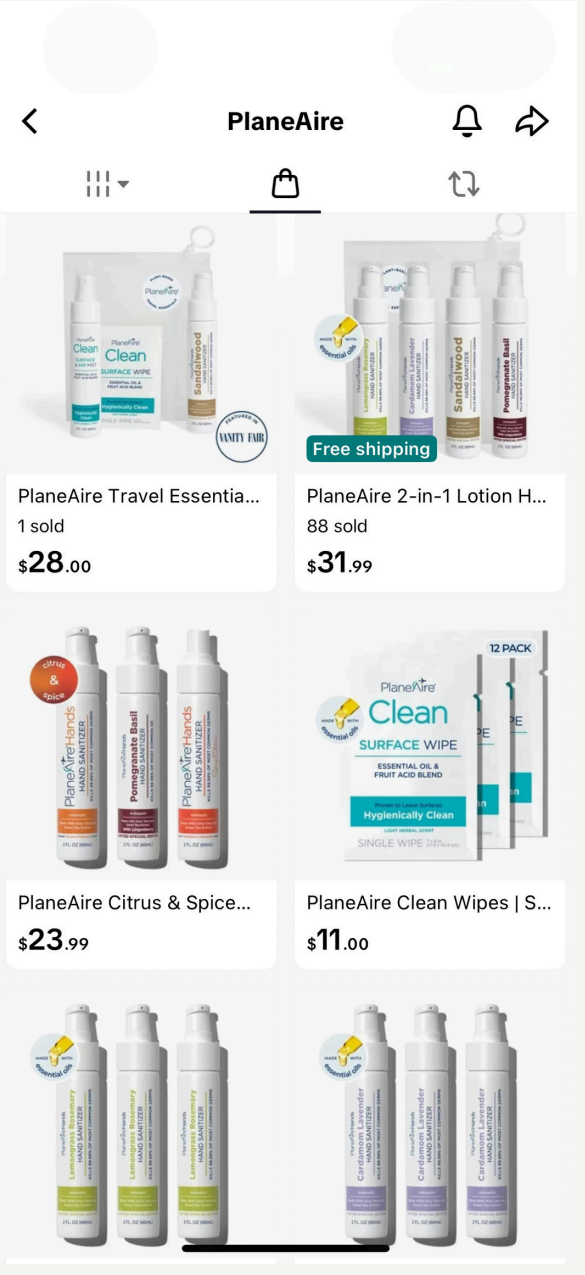
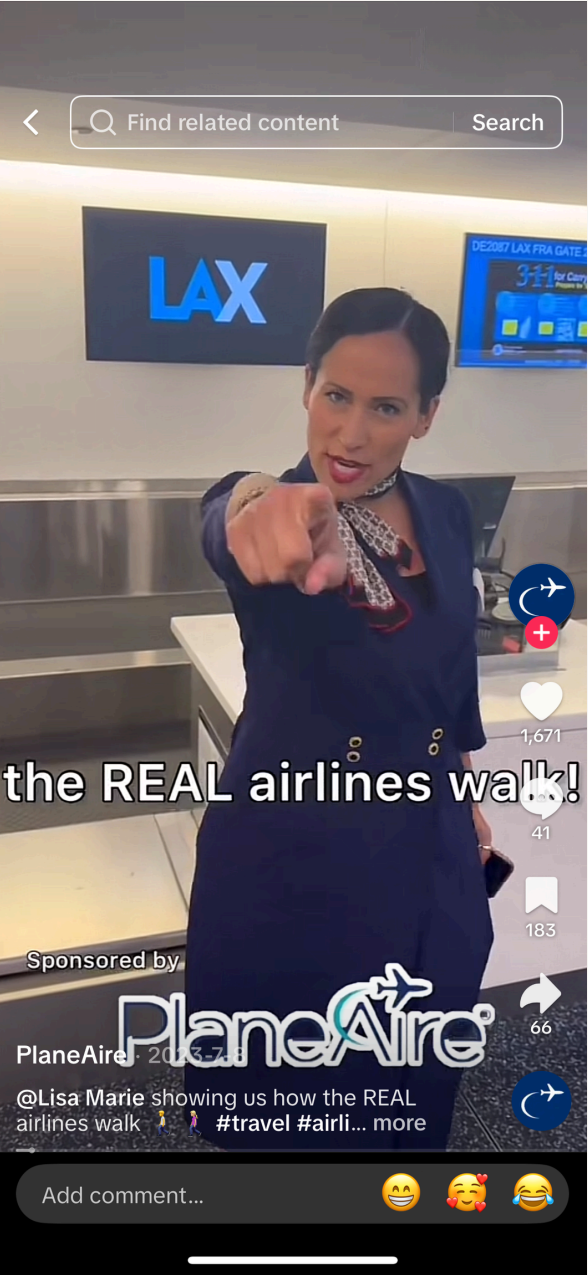
- Created product listings with optimized titles, descriptions, and hashtags
- Integrated back-end logistics with fulfillment and customer care
- Ensured all products complied with TikTok Shop guidelines

Organic Content + Ads

- Developed a content calendar for consistent product-led storytelling
- Produced and posted branded TikToks with trend-aligned sound and structure
- Launched TikTok Ads (Spark and In-Feed) with clear CTAs and audience targeting
- Linked all content to TikTok Shop or curated product landing pages

Affiliate Marketing

- Recruited and activated TikTok creators using the Affiliate Marketplace
- Provided them with tailored content briefs and tracking links
- Boosted top-performing affiliate content with TikTok Ads



Market Insights

40% increase in sales | 4x ROI on Ads | 15K+ organic video views in 30 days

Moreland University – State Nurture Campaigns

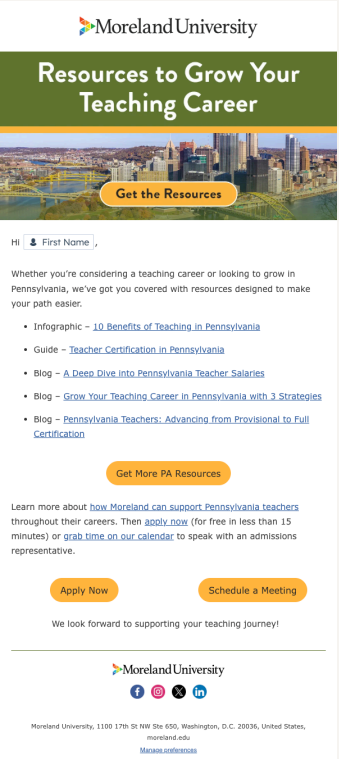
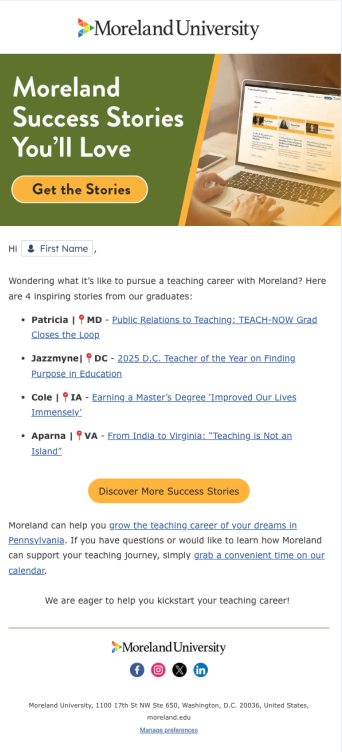
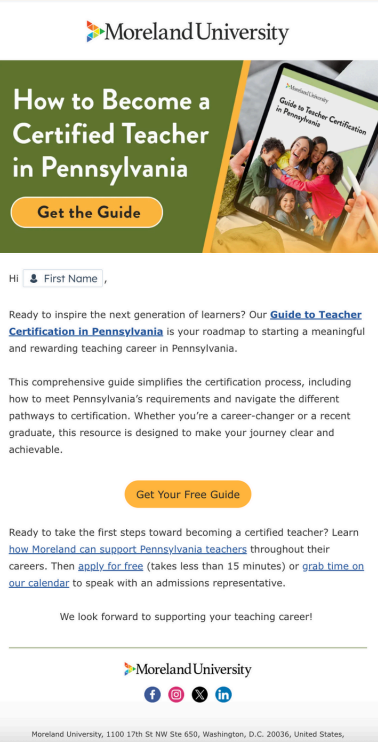
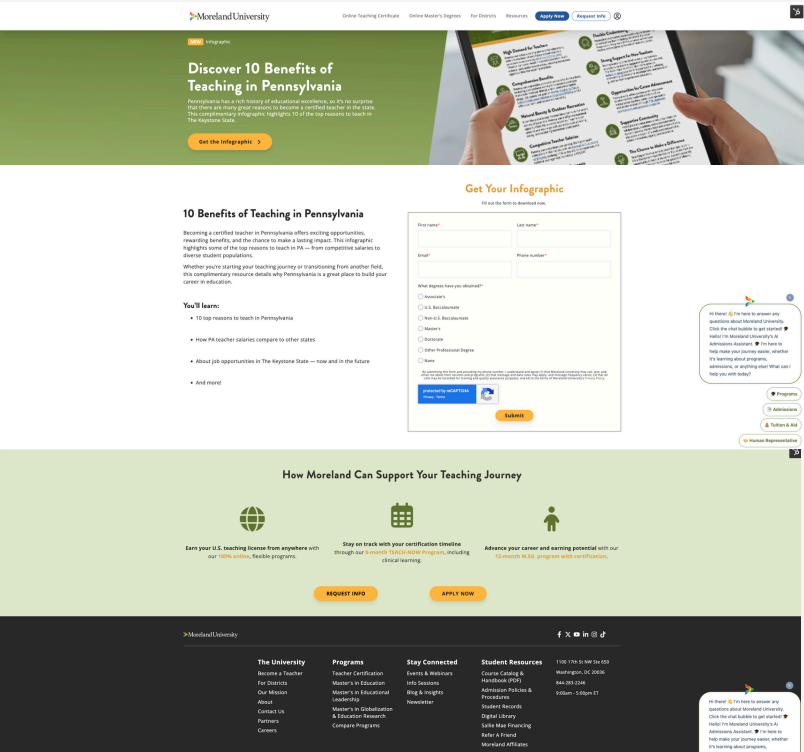
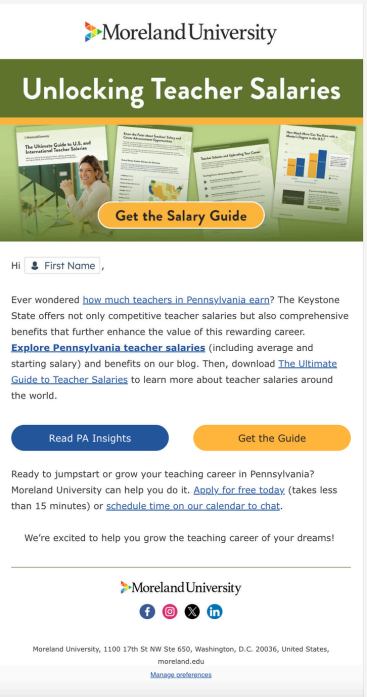
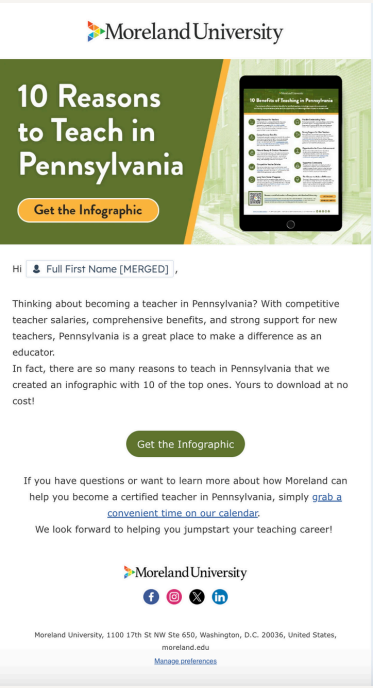
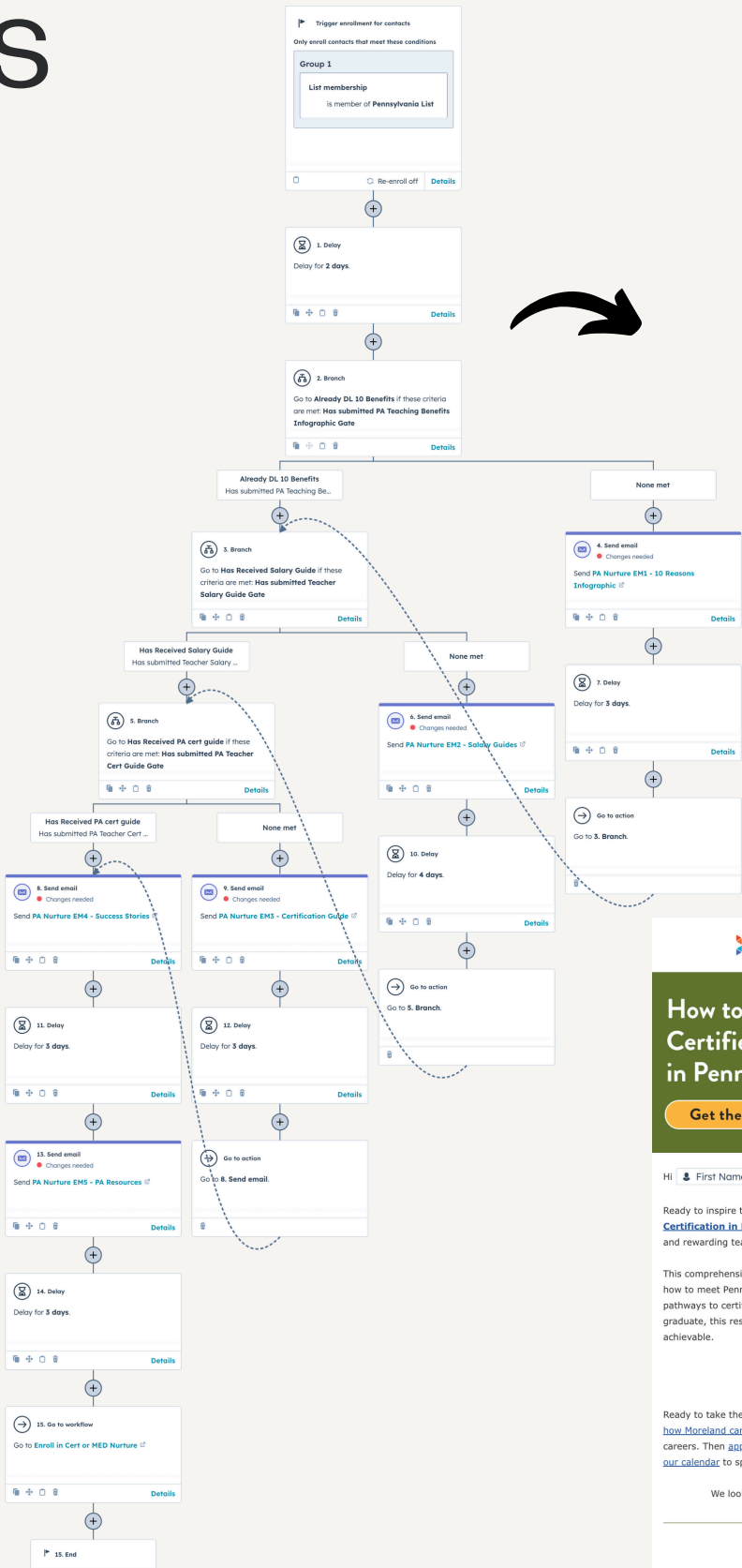
Moreland University offers online certification and advanced degree programs for educators across the U.S. The goal of these campaigns was to nurture and convert leads into applicants for state-specific teaching certification programs.


Email Marketing + Segmentation

I built and managed 51 unique workflows (one per U.S. territory) inside HubSpot, each with custom state-based messaging. The 5-touchpoint email nurture sequences included:

- Program details
- Testimonials from educators in that state
- Salary Guides
- Certification Guides
- Teacher Resources

I also designed the emails, wrote the copy, and handled list segmentation by geography, interest level, landing pages, and lead score.





Market Insights

47% Open Rate | 33% Increase in Applications YoY | 12% Conversion from Email to Application