

Addie Mason

With a background in the fine arts and almost a decade of creative marketing experience, I am an expert in creating engaging multi-platform content campaigns that take your brand to the next level.

When I'm not working diligently to elevate your company's visual assets, my interests include: the outdoors, painting, surfing, cooking and making ridiculously cheesy puns.



Wild Destin

When I was tasked to create the brand for Wild, I wanted to make a fun and fresh brand that reflected the essence of the idea behind Wild. I also set owner, Michaela Partin, up with some social media best practices, the building blocks on which she could leverage social media to create awareness. With these tools, Michaela was able to grow her social media by the tens of thousands. Her quick videos frequently go viral on Tik Tok, and now people come to Crab Island specifically to get a coconut from her boat, and to take a selfie of course.



RED FISH BLUE FISH SECRET MENU

Who doesn't love a secret menu? I was tasked with increasing subscribers and engagement for the monthly email newsletter I created for Red Fish Blue Fish, a fun and fresh coastal seafood restaurant in Pensacola Beach. Inspired by the beloved In & Out, I worked closely with Red Fish Blue Fish's general manager and executive chef to roll out a secret menu item that can only be found on the newsletter. The secret menu item was a resounding success with a 400% increase in subscribers and a 250% increase in newsletter openings.

Gift Shop Product Deal of the Moment

It's warming up, so that means
all Red Fish Blue Fish Shop
hoodies are discounted
30% off regular price.

Shop



May Secret Menu Item: Ahi Poke Dip

Fresh ahi tuna, diced and
marinated in Hawaiian poke
sauce and served with a
side of house made
tortilla chips.

MENU



Red Fish Blue Fish

5 W. Del Luna Dr. N.
Pensacola Beach, FL 32561
(904) 477-0000



RIG & GRINDS REBRAND

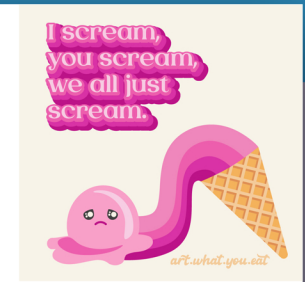
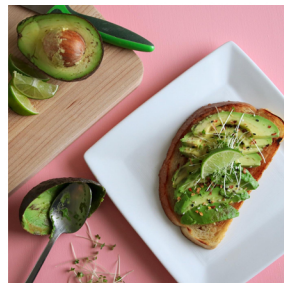
A post-crowdsourced logo rebrand: A tale as old as time. Owner of Rig & Grinds, Brett came to me to rebrand his logo after seeing my work for Wild. From what I understand, they used a crowdsourcing design website to have a logo designed, and it just wasn't what they wanted. Still committed to the idea behind their original logo, Brett reached out to see if I could reimagine the idea, but you know, better.

I set Brett up with a new primary logo, a secondary logo for horizontal uses and a branding brief to refer to for color and type.



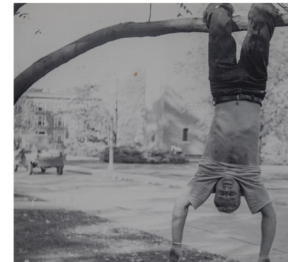
art what you eat

Art What You Eat, or what i like to affectionally call it, AWYE, (pronounced Aww-Yeee,) is a personal passion project of mine involving some of my favorite things—cooking, color, design and photography. When I have an overflow of pent up creative juices, I pour them into my kitchen, my camera and my computer and make delicious food.



Modernized Memories

Modernized Memories specializes in digitizing analog photos to live in the digital world. I started with a tagline-- "your moments, saved forever," and the branding took off from there. I implied a roll of film and an infinity symbol in their logo, and used film sprockets as a cohesive element across all touchpoints. Between their vintage inspired branding and the use of old photographs in their visuals, I like to describe their brand as old school cool. As part of this project, I built their website, created graphic tiles for use on social media, and set them up with a branding guide.



THE 3-2-1 RULE

When backing up your collection, you must have a minimum of:

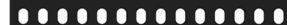
- 3 copies
- on 2 separate devices
- with 1 copy being offsite (such as cloud storage)



DID YOU KNOW...

The average lifespan of a VHS tape is ONLY about 25-30 years???

Your video memories from the 90s are already beginning to deteriorate from their original quality!



Tolson Environmental Consulting Branding

Tolson Environmental Consulting, an environmental research firm came to me for simple branding solutions. Owner, Keith Tolson wanted a logo and some tools to keep a cohesive look across all touchpoints, such as powerpoints, business cards, letterhead, email signatures, etc. For the logo mark, I used the benzene rings found in organic chemistry and used cool colors to suggest an eco-friendly brand.



Heading Text: Rubik Semibold

Body Text: Roboto Regular. Both the Roboto and Rubik typeface families are available for download on Google Fonts for free.



Sky Blue

C: 24	R: 187
M: 0	G: 234
Y: 2	B: 249
K: 0	HEX: #BBEAF9



Sea Blue

C: 63	R: 91
M: 29	G: 154
Y: 0	B: 216
K: 0	HEX: #5B9AD8



Eco Green

C: 63	R: 97
M: 0	G: 188
Y: 76	B: 110
K: 0	HEX: #61BC6E

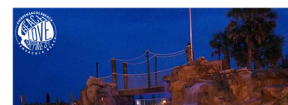
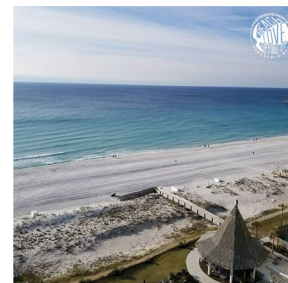
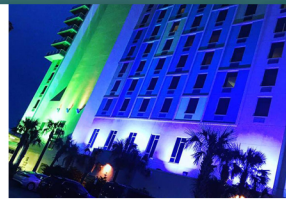


Carbon Black

C: 72	R: 33
M: 66	G: 33
Y: 65	B: 33
K: 73	HEX: #212121

Beach Love Happiness

Beach Love Happiness was a UGC focused cross-platform social media campaign for Innisfree's resort hotels. Users could tag their vacation photos with our designated hashtags. If we reposted user's photos with the campaign's logo, the poster would win a small prize such as a free tiki bar cocktail or free breakfast. Anyone who posted with the hashtag was also automatically entered to win a free two-night stay at the resort. With a low barrier of entry and a sweet grand prize, the campaign was a success; it grew social media following by the hundreds of thousands, boosted organic engagement, created brand enthusiasts and produced valuable social media content.



Addie Venture

Forever seeking adventure and creativity, Addie Venture is what I call my action sports and adventure photography.

I mostly focus on surf photography, but I also love taking photos of anything that sets my subjects' hearts on fire. I love capturing the passion and drive of action sports athletes and adventure seekers alike. There's nothing like seeing the wonder of people fully immersed in nature.

It's also a big bonus to tag along on my subjects' adventures.

