

# MASON CAPALONGO

Ithaca, NY | mason.capalongo@gmail.com | linkedin.com/in/MasonCapalongo | mason-capalongo.netlify.app | Available Summer 2027

## EDUCATION

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### **SUNY New Paltz, School of Business, New Paltz, NY**

*Bachelor of Business Administration, Entrepreneurship | Expected May 2029*

GPA: 3.6/4.0 | Coursework: Financial Accounting, Macroeconomics, Introduction to Entrepreneurship

## EXPERIENCE

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### **Knewstub Marine, Cayuga Lake / Brewerton, NY**

*Barge Operator & Marine Carpenter | May 2026 – Sep 2026*

- Operated a work barge, managed cargo, and landed at active dock sites to support field construction operations.
- Drove piles, built temporary work docks, and completed framing on a 6–8 person crew; operated the work barge during the Route 11 Brewerton Bridge removal.

### **New Life Markets, New Paltz, NY**

*Business Operations Intern | Aug 2025 – Aug 2026*

- Sourced and booked 3–5 live bands per market and coordinated scheduling with four food trucks per event across 10 recurring Hudson Valley markets.
- Supported event setup and day-of operations alongside founders for markets hosting 50+ vendors and approximately 800–1,500 attendees.
- Produced event photography, promotional video, and flyer content, including a pre-event campaign that generated approximately 20,000 views.

### **Schuler Haas, Ithaca, NY**

*Electrician Apprentice | Jun 2024 – Jan 2025*

- Supported licensed electricians with wire pulls and installation of outlets and devices on Cornell's Ann S. Bowers College of Computing and Information Science building.
- Completed approximately 1,500 hours on a commercial construction crew on a large-scale institutional project.

### **Spuz Vintage, Ithaca, NY**

*Owner & Reseller | Seasonal, 2023 – 2025*

- Sourced, photographed, listed, priced, tracked, and shipped 1,000+ vintage and secondhand items across online platforms and in-person sales.
- Used comparable-sales research and Excel inventory tracking to price merchandise, monitor markdowns, and negotiate sales, generating \$20,000 in revenue and \$14,000 in net profit.

## PROJECTS

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### **PaywallProof | Founder | Oct 2026**

- Designed and launched a service that tests the Stripe payment path of AI-built apps; set the positioning and pricing, ran outreach and paid social ads, landed paying customers, and helped them fix broken payment paths.

### **Base Power Concept Study | Independent research | 2026**

- Designed and produced a scroll-driven 3D explainer of how a home battery system works, from hardware to outage backup to the grid, and wrote a commercial brief on partnership hypotheses for an Illinois expansion. Not affiliated with Base Power.

### **Automation Pilot Economics | Decision model | 2026**

- Built an Excel decision model and one-page operator summary comparing manual and automated commercial exterior-cleaning jobs; tested the model against 43 cases.

## ADDITIONAL EXPERIENCE

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### **Antonio Photography, Ithaca, NY | Owner & Music Photographer | May 2023 – Present**

- Photograph live music events and manage client outreach, pricing, scheduling, and edited-image delivery.

### **Vietnam Service Trip | Lead Coordinator, high school service club**

- Raised trip funds through landscaping work around Ithaca and helped plan travel logistics; taught English to students and helped build a concrete path near Sapa so students could reach school during flood season.

### **Europe, 14 countries | Self-funded travel | Feb 2025 – Jun 2025**

- Funded the trip with apprenticeship wages; volunteered on permaculture farms and managed lodging, budgeting, and logistics.

## SKILLS

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**Tools:** Advanced Excel & Google Sheets, PowerPoint & Google Slides, Adobe Photoshop

**Web:** HTML & CSS (basic), Stripe, GitHub, Netlify

**Business:** Market research, pricing analysis, decision modeling in Excel, customer outreach