

DILLON SHANE

MARKETING
MANAGER / STRATEGIST

SUMMARY

With an extensive background in Copywriting, Design, and Website Development, I specialize in distilling complex information, models, and systems into their most simple and effective forms.

Whether you need a strategic redesign of your global marketing ecosystem or simple production services, I'll utilize my 7+ years of experience and my formal education at Pratt Institute to ensure that you engage, close, and retain the customers that matter most to your business.

ABILITIES

SKILLS:

Marketing Strategy, Marketing Management, Copywriting, Copyediting, Graphic Design, Web Development, Virtual Production, Project Management, Content Creation (Videos, Articles, Press Releases, Presentations & more), Email Marketing, SEO Optimization, PPC Management, Brand Management, Budget Development, Event Networking & Conference Management

SOFTWARE:

HTML, CSS, C++, Bootstrap, WordPress, Adobe Creative Suite, Microsoft Office Suite, Unreal Engine 5, Google Adwords, Meta Creative Hub, MailChimp, Pardot, Google Suite, Office 365, Major CRMs (Salesforce, HubSpot)

CONTACT ME

Portfolio: www.dillonshane.design

Email: dillonshanea@gmail.com

LinkedIn: [linkedin.com/in/dillon-shane](https://www.linkedin.com/in/dillon-shane)

Location: Washington, DC

Phone: 681.379.9126

WORK HISTORY

Advertising Production Resources

Global Marketing Manager March. 2020 - Present

- Led cross-functional teams to efficiently produce content for Fortune 500 Advertisers, resulting in multi-million-dollar revenue growth year-over-year.
- Trained and consulted with top brands (from Meta to Google) on the latest production processes, partnerships, and technologies to optimize their global content creation ecosystems.
- Successfully rebranded marketing and communications materials, improving brand awareness and industry perception.
- Executed Inbound MKTG Strategy, optimizing landing pages, creating content, managing social media, and providing data-driven insights for performance improvements.
- Implemented Outbound MKTG Strategy, leveraging press releases, PPC campaigns, paid social, media buys, cold outreach, and event networking to drive brand awareness and generate qualified leads.
- Increased client retention rates by identifying and pursuing additional service opportunities, providing training materials and webinars, and ensuring exceptional value-driven communications.

Katz Law

Digital Marketing Specialist May 2020 - October 2021

- Spearheaded the inbound strategy, copywriting, design, and execution of digital & traditional marketing campaigns.
- Implemented a website redesign, produced long-form legal articles, newsletters, direct mail campaigns (design, copy, & management), an annual content calendar, and an automated marketing funnel.
- Scheduled and managed the Principal Attorney's webinars & guest appearances with industry-leading brands.
- Created a 3D courtroom animation of the building process of a 900,000 sq. ft. steel warehouse for use in a \$1.8 million lawsuit resulting in a successful legal verdict.

Optimum Safety Management

Content Marketing Specialist May 2019 - Jan 2020

- Increased B2B organic leads by 52+ per month (422 total).
- Produced an annual content calendar complete with individual article topics, whitepapers, target keywords, and additional inbound lead-generation materials with a focus on interactive content.
- Created copy for all digital deliverables, including 800-word articles, 3,000-word whitepapers, an interactive online insurance calculator, and OSHA construction training materials.

Ridge Wallet

Copywriter June 2017 - June 2018

- Generated over 40,000 NEW site visitors from blog content, social media engagement, and email campaigns as a brand new Startup.
- Created the digital content that supported revenue generation of over \$750,000+ in organic click-throughs across a 12-month period.

Toyota North America

Copywriter May 2017 - November 2017

- Created copy for multiple radio spots (:45 seconds), along with a :30 television ad for the 2018 Camry release.