

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 8+ years of experience 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

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Location: Arlington, TX

Phone: 681.379.9126

WORK HISTORY

SpeedPro (Franchise Home Office)

Marketing Manager July 2023 - Present

- Produced social, email, website, and advertising content for a franchise network of over 130 franchise locations.
- Managed PR vendors to successfully generate 40+ organic media coverage spots in a year.
- Managed SEO vendors to successfully grow organic impressions by 15% (14,850,000 annual impressions).
- Managed PPC vendors to optimize advertising spend for each local studio.
- Managed and produced content for SpeedPro's annual convention - including the registration website, presentations, on-site graphics, and more.

Advertising Production Resources

Global Marketing Manager March. 2020 - April 2023

- 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.

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.

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