DILLAN THOMSON

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512.363.6855
www.dillanthomson.com

OBJECTIVE

Diligent professional with an extensive background in media development, advertising, and marketing seeking a creative role with a company that values progression, creativity and unconventional perspectives.

EXPERIENCE

Project Manager
EBQuickstart
Aug 2018 - Present

- Provided strategic marketing direction and managed a variety of B2B & B2C client projects.
- Fulfilled and executed project expectations involving website redesigns, email automation system optimization, marketing collateral development, content editing, & social media campaigns.
- Developed digital marketing campaigns to reach a positive ROI and MQL conversions.

Marketing Specialist
EBQuickstart
Nov 2018 - Jul 2018

- Develop digital marketing campaign assets, including graphic design, web development, email marketing, whitepaper/ case study collateral creation, & social media management.
- Manage & utilize marketing technology & platforms such as WordPress, Pardot, & Adobe CC.
- Execute email marketing campaigns on behalf of clients.

Media Specialist
Texas State University
Aug 2015 - Nov 2018

- Oversee the design, development, & maintenance of The University Star's website & products.
- Technology Coordinator for the School of Journalism and Mass Communication.
- Art direction & training to the Media staff on developing videos, illustrations & interactive content.
- Managed the advertising department of The University Star.

Web Editor
The University Star
May 2015 - Aug 2015

- Web content manager for The University Star's WordPress installation.
- Developed custom plugins & analytic reports.
- Integrated third-party APIs, native advertising and placed ads.
- Administrated & maintained servers.

Web Designer
The University Star
Jan 2015 - Apr 2015

- Designed UI & created target market analysis and competitive analysis reports.
- Developed wireframes, flowcharts & a scope of work.

REPERTOIRE

- Create and edit media (i.e. graphic illustrations, videos, audio, interactive and motion graphics) for print, and digital products.
- Develop custom websites and integrate programs/APIs.
- Consulted clients on email marketing, lead generation, content marketing, data management, CRM maintenance and process workflows.
- Experienced and efficient with server administration, media lab support and IT services.
- Comprehensive experience and coordination with UI/UX design
- Proficient in digital advertising & marketing, including:
  ° Mobile advertising
  ° Interactive advertising
  ° Influencer marketing
  ° Native advertising
  ° Geo-targeted advertising
  ° Paid Social media advertising
- Experienced and efficient with newsletter development, administration, email marketing, and CRM campaign automation management.
- Proficient and competent with company branding (i.e. creating a corporate identity, increasing brand loyalty and establishing positive brand equity).
- Efficient in creating consumer analysis reports, competitive analysis reports and digital analytic reports.

EDUCATION

Bachelor's Degree, Advertising
Minor in Art & Design
Texas State University
2011 - 2015

APTITUDE

Programming Languages:
- HTML, CSS, JavaScript & PHP

Software:
- Adobe Creative Software
- Marketing Automation Tools:
  ° Pardot
  ° Mailchimp
  ° Constant Contact
- Content Management Systems:
  ° Wordpress
  ° Drupal
  ° Opencart
- Project Management Systems:
  ° Smartsheets
  ° Basecamp
- Salesforce

TRIUMPHS

- Salesforce Certified Pardot Specialist
- Dean's list at Texas State University
- Google Analytics certified
- Two of my serigraphs were featured in the Flexspace gallery at Texas State University. One was also displayed at the Bone Black Studio.
- Sport diving certified

References available upon request