

# Thomas Dillon

Creative Brand Storyteller & Digital Communications Strategist

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**Location:** Denver, Colorado

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*A multidisciplinary creative professional with 5+ years of experience developing high-impact content strategies on behalf of a diverse range of brands. Harmonizes the vision of clients, creative teams, and stakeholders to bring nuanced marketing campaigns to life. Blends design prowess with research & analytics to deliver action plans that are tailored to diverse client needs in entertainment, hospitality, and impact-driven brands & SMEs. Conceptualizes new methods of reaching audiences, creating online communities that are reinforced by immersive multimedia components. Seeking the next professional challenge that leverages, social media, photography, design, and analytics to tell impactful stories.*

## SKILLS

Interpersonal: Cross-Functional Leadership | Cross-Cultural Communication | Remote Team Collaboration | Public Speaking | Customer Service | Conflict Resolution | Account Management

Expertise: Marketing & Communication Strategy | Photography | Graphic Design | Copywriting & Editing | Creative Strategy | Social Media Strategy | Community Management | Trend Forecasting | Project Management

Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign) | MS Office Suite (Word & Excel) | WordPress | Squarespace | Mailchimp | Google Workspace | Monday | Sprout Social | SendGrid

## EXPERIENCE

### 3Step Sports

*2021-Present. Denver, Colorado*

Marketing Manager, Lacrosse & Field Hockey (2023-Present)

- Lead strategic marketing planning across two sport verticals consisting of 30+ individual brands
- Co-managed a team of 5 to ideate, draft, create, and implement a marketing playbook for the company

Marketing Project Manager, Lacrosse (2022-2023)

- Managed marketing projects and campaigns end to end for a portfolio of 30 club team and national event operators in a \$50M sport vertical
- Managed an in-queue average of 20 projects across the vertical per week

Marketing Coordinator, Lacrosse (2021-2022)

- Coordinated marketing for a portfolio of 24 brands in the youth lacrosse industry including club and event operators
- Created marketing collateral for omnichannel strategies including copywriting and design for e-mail, social, targeted advertising, and print.

### Freelance

*2018-2022. (Remote)*

#### Digital Strategist & Social Media Manager

- Curated dynamic & highly engaged social media accounts for podcasters, restaurants, and entertainers ranging from 3K to 1M+ followers across channels.
- Developed high-impact communication strategies that enabled clients to enhance their visibility and connect with communities on-location and via online platforms.
- Cultivated a multichannel brand identity from conceptualization to execution by assembling social media content spanning graphics, short-form & long-form videos tailored to IG, FB, and YouTube.
- Coached clients in best social media practices to spark digital transformations that allowed their businesses to flourish in a competitive landscape.

### Red Light Management

*2019-2020. New York, NY*

#### Digital Strategy Intern

- Executed high-impact digital strategies and marketing materials for platinum-selling recording artist Ruth B., Grammy winner Rhiannon Giddens, and decorated artists Charly Bliss, Sasami, Sharon Jones, and The Dap-Kings.
- Compiled and analyzed metrics from various sources to produce a weekly global streaming performance review.
- Audited all clients' online presences to ensure information was up-to-date and that all links were current.