

# TOM DILLON

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Denver, Colorado

## SUMMARY

Brand marketing, cross-functional leader, social media strategist, and thoughtful creative with a record of success in developing and managing impactful marketing plans and strategies to forge meaningful bonds between consumers and brands, creating high quality content, and executing to maximize awareness and drive engagement. Through strong team leadership, project management, and interpersonal communication with key partners and stakeholders, recognized for leveraging expertise in creative, storytelling, and brand management to build trusting collaborative relationships and transform abstract concepts into compelling narratives.

## PROFESSIONAL COMPETENCIES

- Brand Marketing/Management/Leader
- Cross-Functional Collaboration
- Project Management/Wrike & Monday
- Social Media Strategy/Management
- Team Leadership & Development
- Building Client Trust/Relationships
- Strong Interpersonal Communications
- Creative Brief Development
- Creatively Driven
- Graphic Design/Content Creation
- Expert Problem Solver
- Adobe Creative Cloud

## SELECTED ACCOMPLISHMENTS

- Reporting to the CMO, as Senior Marketing Manager at 3STEP Sports, the largest US youth sports business, selected for a restructure leadership team. Invited to a 2-day Chicago summit, meeting with 50 regional leaders to workshop a new company model.
  - Collaborated with CMO and marketing managers to create a strategic advisory role to guide brands in marketing decision making, budget management, content capture negotiation, sponsorship activation, and campaign execution.
- Led 2024 marketing planning process supporting 40 3STEP brands, researching, writing, presenting marketing plans across three sport verticals. Delivered clear goals, KPI's, mission/positioning statements, target market data, and strategies for marketing pillars in social media, email, web, and content. First time in company history that brands received comprehensive marketing plans.
- Introduced creative brief process and successfully project managed cross-functional marketing team through brand refresh of premium lacrosse product in 3d National, in collaboration with 3STEP Lacrosse and brand National Directors, and CMO.
  - Led creative brief development to refresh visual brand identity with new primary, tertiary logos, wordmarks, social media assets.
  - Built trust with brand partners, renewed confidence to the brand and excitement to the athletes with their new look.
- Led cross-functional marketing team of eight graphic designers, website, and project managers, and CMO that created/implemented a 3STEP Marketing Playbook of best practices and processes for 750+ employees. Wrote table of contents, project managed and assigned duties, while writing multiple key sections on social media, and email marketing best practices.
  - With CEO support, Playbook implementation resolved bottlenecks/backlogs and improved efficiency leading to multiple brands elevating their marketing efforts through best practices.
- Designed an integrated social media strategy as a freelance digital strategist for NYT best-selling author and internationally recognized investor Peter Schiff to a reach of 1M+ highly engaged followers across channels that captured the Gen Z audience.
  - Launched Instagram channel and grew to 110K followers; averaged half a million impressions per week, 2K likes per post, 1.5% increase in followers per week. Implemented "pillar" content strategy to feed consistency across channels.
  - Managed/audited, published Instagram, TikTok, YouTube, Facebook posts for 2 years. Performed community management, responded to comments, DM's, and secured podcast appearances including the Lewis Howes School of Greatness.
- At Red Light Management, successfully analyzed and compiled streaming performance data for a multi-platinum selling recording artist who was not receiving record label support for tour, recording, and marketing despite her success.
  - Across 8 months, demonstrated consistency for all releases which led to negotiation out of a Columbia contract, a new record label deal, new album and lead single for a Netflix original film.

## EXPERIENCE

### **3STEP SPORTS – Denver, CO**

**2021 -2024**

*The largest US youth sports company with operations in club teams, events, facilities, apparel, with 140 brands servicing 1.1M athletes. 3STEP Marketing manages 140 brands for 9 sports across social media, email, graphic design, web, & content capture.*

### Senior Marketing Manager, West & New England Regions (2024)

Reporting to the CMO, member of a core leadership team including GM, OM, CE, Sport Director, Finance, and Marketing to oversee a cross-sport, multi-brand region. Led marketing strategy for a \$75M business unit with 40 brands and 2 regions. Developed marketing plans, designed campaigns, implemented strategies, managed budgets and execution.

Senior Marketing Manager, West & New England Regions (Cont'd)

- Designed marketing/brand campaign for West Coast Elite, one of the largest US basketball club/event operators. Led cross-functional team to create assets, apparel store, and reframed club values into ALL IN acronym that drove brand awareness.
  - Project managed end to end, wrote campaign calendar, owned social media and email execution from launch to completion.
  - Resulted in 500K impressions across social media channels, high engagement, and reshares by NBA athletes.
- Following a company restructure, conducted company-wide training for Canva and proprietary email communications platform to 100 employees delivering best practices in graphic design, email marketing, and empowering brands for self-sufficiency.

Marketing Manager, Lacrosse, Field Hockey, Soccer (2023-2024)

Reporting to the CMO, led cross-functional team consisting of a project manager, graphic designer, content creator, and coordinator to develop, design, and execute marketing projects and strategies for 40 individual brands across 3 sport verticals in a \$75M+ division.

- Owned, executed social media strategy for 2023 Denver Shootout, the largest youth lacrosse tournament in CO. Edited, posted content in real time while managing 4 photographers/videographers on best teams/games, and content to capture.
  - Recognized by the Director of 3d Events as best all-time social media event weekend generating 350K social impressions, 500 new followers while exceeding Instagram account average of 300 likes per post.
- Planned, executed integrated marketing campaign for CT Wolves lacrosse club whose team participation, support, brand were at risk. Designed tryout campaign inclusive of organic social content, email marketing, and performance marketing.
  - Published series of social posts highlighting unique value propositions followed by paid social campaign driving tryouts.
  - In one month after campaign launch, club exceeded their tryout registration target for the first time in 2 years.

Marketing Project Manager, Lacrosse (2022-2023)Marketing Coordinator, Lacrosse (2021-2022)

Managed planning, creation, and delivery of marketing projects and campaigns ensuring coordination across cross-functional teams, adherence to timelines and quality standards for 30 club teams and national event operators in a \$50M sport vertical.

- Led marketing strategy, execution and designed all campaign assets including launch graphics and emails, feature speaker announcements/social media collaboration for 3STEP Lacrosse Summit in Atlantic City for industry leaders.
  - Launched LinkedIn campaign targeting industry experts. Designed all graphics, emails, social posts, landing page, and copy.
  - The Summit sold out with 250 prominent industry leaders collaborating on panels, talks, networking, and fundraising.
- Successfully led launch of new premium lacrosse club products, Nation's Best Lacrosse and Florida Lacrosse Club, by developing strategy, designing assets, writing editorial calendars, and executing.
  - Drove growth of Nation's Best to 2K followers, 150K impressions in first weeks with mentions on influential media channels.
  - Wrote 6 regional club brand 'values' for logo reveal social launch; intro sessions generated 500 parents, athletes in attendance.

**PRIOR MARKETING AND RELATED EXPERIENCE**

**HIT SOCIAL - New York, NY. Owner, Social Media Manager 2018-2022.** Freelance social media management in hospitality, entertainment, podcasting industries including strategy, content creation, execution to raise awareness, drive engagement.

**DAYGLO PRESENTS - New York, NY. Marketing & Design Intern 2019-2020.** Designed marketing assets for Dayglo properties including music magazine Relix, concert venues Capitol Theatre and Brooklyn Bowl, concert livestream platform FANS.com.

**RED LIGHT MANAGEMENT - New York, NY. Digital Strategy & Management Intern 2019-2020.** Global music management company. Created artist one-sheets, audited digital presences, analyzed streaming performance for platinum-selling recording artists.

**NYS MUSIC - New York, NY. Contributing Writer 2018-2020.** Wrote album, concert reviews, interviews for local and national artists including Black Pumas, Trey Anastasio, The Magic Beans for online magazine serving New York State.

**FindYOURS - Remote, U.S.A. Owner, Creator 2018-2020.** A lifestyle blog on exploration of the Self with a focus on travel, self-awareness, and personal development. Built, managed Squarespace site, Instagram channel, created photo, video, blog content.

**BMG RIGHTS MANAGEMENT - New York, NY. Licensing Coordinator 2012-2014. Licensing Intern 2011.** Coordinated licensing from a catalog of 2M+ copyrights. Interfaced with major label artist managers, attorneys. Issued licenses for use across multimedia.

**EDUCATION**

**BA, Music Industry,** State University of New York at Oneonta

**Certificate, Brand Management,** Cornell University

**Specialization, Graphic Design,** California Institute of the Arts