



DILLON J. ELLIS

From Resume Genius

RESUME

An organized and creative professional with proven marketing skills and a desire to learn more. Possess 6+ years of experience working for a diverse group of organizations and clients. Gained expertise in data analysis, publication marketing, and web-based advertising. Looking to utilize my existing skill set to increase company profitability.

EXPERIENC

BUSINESS CONSULTANT

Claydon Heeley, Boston, MA / September 2016 - Present

- Assisted clients with business plan, purchase, branding, advertising, remodeling, and marketing, increasing monthly sales from \$8,000 to \$25,000 in ten months
- Increased followers on social media by 150% on average, resulting in \$45,000 in increased sales via the Internet through a significant increase in brand awareness
- Initiated a series of marketing campaigns including email, print, digital, outdoor and social media analysis, Crafted concept and content for journal ads, direct mail campaigns and blogs

ASSOCIATE PUBLISHER

The Boston Herald, Boston, MA / June 2013 - August 2016

- Spearheaded the development of the first media kit amalgamation for all company projects, increasing national sales by 8%
- Implemented efficiency and cost-saving programs that reworked the editorial, production, and sales processes for three magazines; increasing profitability by 10% on average
- Kept abreast with the latest publication marketing strategies and developed new social media campaigns to increase brand influence
- Discovered, negotiated, and secured new relationships with local organizations, resulting in the launch of five new publications whose profitability increased between 10 - 20% annually

CONTAC

Email:

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Atlanta, Georgia

SKILL

Adobe Creative Suite

Google Analytics

Webmaster Tools

Social Media

Marketing

Stata / Atlas

Asana / Jira

EDUCATIO

B.A. in Art & Design

Watford Art
School Chicago,
IL