

# DILLAN WHITEHALL

## Senior Marketing/Advertising Executive

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### SUMMARY

Senior Marketing Manager specializing in driving revenue growth for diverse businesses through strategic planning and innovative campaigns. A proven leader with a track record of generating millions in ROI for multiple businesses. Skilled in crafting and executing effective marketing policies, paid advertising, data analysis, professional sales, and publication marketing. Thrives in competitive markets, consistently achieving outstanding results and industry recognition. Adept at both collaborative teamwork and independent decision-making. Organized, creative, and dedicated to shaping successful business strategies.

### EXPERIENCE

#### Senior Brand Marketing/Advertising Manager

LeadOrigin - Full Time 07/2022 - Present Houston, Texas

Orchestrate and implement comprehensive digital marketing strategies to propel business growth, & leveraging in-depth analysis of market trends.

- Develop and execute digital marketing strategies that drive business growth and achieve marketing goals.
- Analyze market trends, customer behavior, competitor activity to identify opportunities and optimize campaigns.
- Manage cross-functional teams, including creative, analytics, and web development, to execute campaigns on time and within budget.

#### Marketing Director

The Bly Team - Full Time 06/2021 - 07/2022 Houston, Texas

Executed a comprehensive marketing program, surpassing profit and sales objectives through innovative strategies & fostering strategic partnerships.

- Crafted & executed a comprehensive marketing program, surpassing profit margin & sales objectives through innovative strategies.
- Managed and fine-tuned social media strategies across diverse channels
- Meticulously curated the marketing calendar, achieving an outstanding 92% success rate in campaign execution.

#### Marketing Director

Partnership Lake HTX - Contract 05/2021 - 08/2021 Houston, Texas

Stepping into a pivotal role on short notice, & seamlessly ensured continuity by driving impactful campaigns, and maintaining brand integrity.

- Drove the success of email marketing campaigns, ensuring brand integrity through meticulous content creation, while strategically leading social media endeavors.
- Demonstrated adept Asana task management, excelled in advanced image processing for print, and consistently produced high-quality blog posts and articles.

#### Brand Marketing Manager

New Generation Productions - Hybrid

05/2016 - 08/2021 Baton Rouge, Louisiana

Facilitated transparent and collaborative client growth through tailored, cutting-edge marketing strategies, resulting in an 80% increase in brand awareness.

- Innovatively designed and executed entertainment-focused marketing campaigns.
- Proactively identified clients' unique advertising needs, tailoring solutions that align with their business goals and objectives.
- Craft compelling content designed to capture the audience's attention on social media platforms.

### EDUCATION

#### Bachelor's Degree in Marketing

University of Louisiana at Lafayette

Lafayette, Louisiana

### STRENGTHS



#### Data-driven marketing

Renowned for proficiency in implementing data-driven marketing strategies, adeptly decoding consumer insights to propel business growth and success.



#### Return On Investment Generation

Recognized for a results-centric approach, excelling in the conception and execution of impactful campaigns that consistently yield impressive (ROI) for organizations.



#### Conversion Rate Optimization

Proficient in optimizing conversion rates with strategic analysis for impactful, measurable results.

### SKILLS

PPC / Paid Social Ad Strategies

Aherfs / Semrush

Strategic Content Development

Project Management SEO Optimizations

Hubspot / Marketing Automation

Content Development Email Marketing

Analytics and Reporting Website Development

### ACHIEVEMENTS



#### Client Engagement Excellence

Served as the dedicated Client Facing Specialist, fostering strong relationships by ensuring open communication, aligning strategies with client objectives, and providing clear, insightful reporting. Contributed to high client retention rates and satisfaction.



#### Strategic Management of 200+ Marketing Accounts

Played a pivotal role in the early stages of a successful startup, overseeing and growing a portfolio of 200+ small to mid-sized business clients. Achieved an impressive 87% success rate in exceeding marketing goals.



#### Drove \$6+ Million in ROI:

Led strategic marketing approaches that yielded an impressive \$6+ million in Return on Investment (ROI), showcasing a proven ability to deliver substantial and impactful results for the organization.