

# Brendan Dillon

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## WORK EXPERIENCE

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### Florens Collective

Digital Marketing Manager & Brand Lead (Merger)

Dec. 2022 – Present

New York, NY

- Successfully led and executed a comprehensive brand redesign, including visual identity, messaging, and brand guidelines
  - Collaborated closely with graphic designers, copywriters, and C-level executives to develop and implement a cohesive brand look and feel, ensuring consistency across all touch points and driving brand awareness and loyalty
  - Presented the brand redesign to key stakeholders, including executive leadership and cross-functional teams, receiving unanimous approval and recognition for the successful execution of the project
  - Following the approval of the brand redesign, I leveraged the newly developed visual identity and messaging to create a comprehensive and user friendly slide deck toolkit, a complete website redesign, revamped existing investor and sales decks and designed a variety of social media post templates

### studio BE

Digital Marketing Manager & Sales Operations

Aug. 2020 – Present

New York, NY

- Oversee creation of all digital marketing assets including email, blog, website, web advertisements and go-to-market campaigns
  - Transformed brand and product vision shifts while maintaining core values of the organization
  - Grew email marketing audience by 300% by standardizing engagement initiatives
  - Automated marketing and sales email outreach
- Executed a company wide customer research report to track trial progression and satisfaction (SaaS)
  - Created surveys through Hubspot and issued them throughout the study with the use of sakari.io (SMS)
  - Tracked all respondents survey results over the course of three months and moved data into Qualtrics to conduct in depth analysis
  - Identified insights, designed data report deck and sent to clients
  - Clients renewed their contract after viewing report
- Implemented a sales and outreach structure for prospects which includes integration from multiple tech platforms
  - Transformed sales outreach, lead generation plan and weekly outreach to new prospects
  - Create original graphic designs that coincide with sales outreach messaging

## EDUCATION

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### St. John's University

BS, Marketing

May 2020

New York, NY

- 2019 - 2020 Dean's List
- St. John's University Marketing Club
- Developed marketing plan for Alexander's Angels (non-profit organization). Independently designed a full-line of merchandise for organization to use
- Created marketing plan for Haitian American Caucus (non-profit organization)

## SKILLS & INTERESTS

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- **Skills:** Web Design, Content Creation, SEO Marketing, Graphic Design, Ability to Work Under Pressure, Creativity, Collaboration, Adaptability
- **Proficient in:** Hubspot Marketing Hub, Hubspot Sales Hub, Canva, Adobe Creative Suite (Photoshop, Illustrator, InDesign) Microsoft Suite, Mailchimp, Zoominfo, Salesforce, Sakari.io, Hunter.io, Qualtrics
- **Interests:** Photography, Music, Cooking, Art, Design, Michigan Football, Architecture