

Dillon Draper

[Website](#) | [LinkedIn](#)

Santa Cruz, CA
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Highly organized & detail oriented
Excellent communicator & teacher
Quick to grasp new concepts & tech

Experience

RW Garcia (Utz), Scott's Valley, CA | Brand Marketing Manager | Sept. 2019–Current

Was hired as Communications Specialist to bring innovative marketing campaigns to current product lines. Worked primarily on in-house + 3rd party marketing content development & strategy as well as PR project management and website/social management.

- Led project management for new website (rwgarcia.com) re-design and creative content.
- Created a consistent social media content strategy, increasing followers by 32%.
- Managed transition to Destini store locator with Nielsen and SPINS data feeds.
- Set up multiple A/B tests for Mailchimp email campaigns and landing pages.
- Created and managed Amazon Store including ad campaigns, creative, and logistics.
- Collaborated with product development “Innovation Team” to create new products from inception, to packaging creative and copy. Oversaw 3rd party contracts for photo & video.
- Produced corporate messaging and media for production facilities. Copywriting and editing for internal and external releases, memos, and employee updates company-wide.

Utopia California, Capitola, CA | Product Development | Dec. 2016–Sept. 2018

- Organized primary in-house spreadsheet for upcoming projects and logging product results.
- Worked with technicians for preparing product marketing and labeling compliance stickers.
- Assisted in graphical support for social media content and print campaigns.
- Participated in other roles as needed, including testing intake and invoicing.

Chime Interactive, Soquel, CA | Project & Social Media Manager | Sept. 2014–Nov. 2016

- Managed a dozen different large musical clients' social media accounts across all platforms with audiences in the millions, including related artist pages, restaurant accounts, and CPG brands.
- Managed client websites through blog posts, PR articles, and video content.
- Coordinated marketing strategies for tandem in-person and virtual events.
- Managed tour scheduling communication, ticket release platforms, & streaming platforms

Skills

Adobe Creative Suite (Photoshop, Lightroom, Illustrator, InDesign, Premiere Pro, After Effects), CMS (Wordpress, Drupal, Joomla), CRM (Salesforce, Zoho, CiviCRM, FileMaker Pro, Highrise), Google AdWords, Amazon Seller Central, Shopify, Email Marketing (Mailchimp, Constant Contact, GetResponse), Social Media (Hootsuite, Sprout Social, Later), MS Office Suite, HTML5, CSS, jQuery

Education

University of California, Santa Cruz | 2009–2012

- *B.A. Sociology with a concentration in Global Information & Social Enterprise Studies (GISES)*

University of California, D.C. | Apr. 2011–Nov. 2011

- *Interned for the World Resources Institute (WRI) under the Open Climate Network. Studied energy policy & sustainability. Competitive application for all majors.*

Experience Cont'd

Kidpower Int'l, Santa Cruz, CA | Project Specialist/Technical Support | Apr. 2012–June 2014

- Registered students/parents, including answering questions and operating PoS software.
- Managed the website with new blog content, workshop dates, articles from CEO, as well as general maintenance, improving features, and backup procedures.
- Handled grant submission portals including formatting budget sheets and infographic data.
- Created new graphics for seasonal/print usages.
- Updated Adwords account and improved tracking through optimized Analytics campaigns.
- Trained new interns in office tasks and intake procedures. Oversaw their progress.

World Resources Institute (WRI), Washington D.C. | OCN Intern | June 2011–Nov. 2011

- Managed the online communications for the Open Climate Network (OCN) within WRI
- Created timelines and presentations related to budgetary climate goals.
- Compiled newsletter content and managed distribution and analysis from subscribers.
- Contribution and regulation of weekly story feed and blog posts + social media.
- Organized data assessments into presentations and project meeting points.

Experience & references before 2011 available upon request.

Projects & Events

Hardly Strictly Bluegrass, SF, CA | Media Specialist/Webcast Support | Oct. 2014–2019

Hardly Strictly Bluegrass (HSB), is an annual free and non-commercial music festival held the first weekend of October in San Francisco's Golden Gate Park and live streamed for 3 days.

- Organize and manage ingestion of media from various devices/formats to secure drives.
- Coordinate with 6-8 different cameras simultaneously throughout the event.
- Monitor LiveStream status for the web team and troubleshoot A/V issues.
- Collaborate with artist teams on media retention, usages, and archival footage.

EG Conference, Carmel, CA | Livestream Assistant | Apr. 2016–2018

EG is the best creative conference in the world – an intimate gathering and touchstone for leading innovators in every imaginable field. Inventors and educators, artists and designers, thinkers, writers.

- Monitor livestream usage stats and resolve technical issues with the streaming team.
- Grab pull quotes from speakers and create on the fly content from livestream content.
- Coordinate creative assets with organizers for web/app/print usage.

Dillon Draper Design, Santa Cruz, CA | Owner/Operator | Sept. 2009–Current

I've been working with clients for freelance web design for over a decade. My objective is to provide a simple solution to web presence in a manner that is both cost-effective and scalable with growth.

- Purchasing, editing, and designing of Wordpress themes, shopify or CRM integration.
- Promotion via SEO, social media pixel tracking, and opt-in consumer lists.
- Regulation, protection, and moderation of existing sites, including domain/hosting billing.

Volunteering

TEDxSantaCruz, Santa Cruz, CA | Youth Engagement & Marketing Volunteer | 2015–2019

Homeless Garden Project, Santa Cruz, CA | Farm Worker & IT Volunteer | 2010–2018

Second Harvest Food Bank, Watsonville, CA | Packaging Volunteer | 2016–2018

Land Trust of Santa Cruz County, Aptos, CA | Trail Volunteer | 2016–2018