

Dillon Draper

Santa Cruz, CA

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With over a decade of digital marketing, content management, and brand strategy experience, I bring a highly adaptable & detail-oriented perspective to foster creative, data-driven projects for products, companies, and people.

Experience

Utz Quality Foods | 1st Party Marketing Specialist (Remote)

January 2023 – February 2024

- Crafted brand accurate design elements and strategized content/messaging for Email/SMS marketing across Retention Science, Klaviyo, & Attentive platforms for various brands in the Utz portfolio.
 - Segmented users across specified sales demographics to align with strategic DTC and retail goals.
 - Created custom messaging flows for limited time products, promotional events, and partner orgs.
 - Tested, analyzed, and presented KPIs across first-party campaigns to broader cross-functional teams.
- Implemented updated content and design elements for Utzsnacks.com DTC via Shopify and internal CMS.
 - Integrated messaging strategies on eComm PDP, managed coupon codes, and improved legacy pages.
 - Created landing pages and opt-in strategies to improve retention on new “Build Your Box” tool.
- Led management & design on new websites for RW Garcia, Dirty Chips, and Golden Flake via Webflow.
 - Onboarded Destini store locator across brand teams, including retail data imports (SPINS/Nielsen).
- Collaborated with Brand & Customer teams to improve DTC funnels increasing revenue by \$1.3M YOY.
- Video/photo content creation and editing assistance as needed through Adobe Creative Suite & Canva.

Utz Quality Foods | Web & Content Designer (Remote)

January 2022 – January 2023

- Video/Photo content creation & editing for social media, brand websites, and 1st party marketing channels via Adobe Creative Suite, Figma, Canva, and Webflow.
- Managed brand transition for RW Garcia to Utz portfolio, including internal comms and media management.
- Conducted content and web audits for Brand Teams and organized content within internal CMS.
- Researched and implemented AI integrations for Email/SMS marketing campaigns via ChatGPT & Dall-E.
- Drove efficiency improvements for Google AdWords and Analytics through page metric analysis.

RW Garcia Snacks | Communications Specialist (Scotts Valley, CA)

September 2019 – January 2022

- Primary management of all social media & website content creation, both in-house and 3rd-party contracts through PR agency; for micro-influencer marketing, event sponsorships, and partner org collaborations.
 - Created a consistent, authentic voice for RWG content, increasing followers by 74% YOY in 2020
 - Food & package styling for websites, social media, corporate events, and tradeshow.
- Increased Mailchimp retention rates over 50%+ through A/B testing, landing page improvements, and choreographed product flow automations for online vs. retail purchasing journeys (incl. Destini integration).
- Attended trade shows to showcase products, acquaint retailers, and network with CPG partners.
- Produced corporate media/messaging for production facilities. Copywriting & video editing for internal/external releases, SOPs, memos, banners, and employee updates.
- Updated website design via Wordpress to include new homepage, category system, and recipe sections.
 - Tested and developed over 25 new recipes including content creation and copywriting.
- Spearheaded creation of Amazon Seller Central graphical assets, including directing stop-motion animations.

Previous relevant experiences include:

- **Chime Interactive** – managed web & social content for 9 major musical clients, eComm store updates, live events.
- **Kidpower International** – office admin support, web UX improvements, grant CRM database, FY budget visuals.

Education

University of California, Santa Cruz

September 2009 – June 2012

BA Global Information and Social Enterprise / Sociology

UCDC Internship Program (World Resources Institute)