

# Michael Dillon

Executive Marketing Leader / Revenue Growth Advisor

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## CAREER SUMMARY

Lifetime student of Sales & Marketing with 20+ years of experience focused on growing brands through marketing campaigns backed by data integrity through statistical significance.

- Facilitated more than \$2B in customer acquisition, expansion, and renewal revenue growth.
  - 20 yrs. of growing marketing & sales departments – from early-stage startup to \$1B ARR.
  - 19 yrs. of hiring, managing, and developing teams in marketing, sales, and customer service.
  - 17 yrs. of executive leadership in the B2B, SaaS, B2C, DTC, eCommerce, Healthcare, & Home Service industries managing up to \$15 million marketing budgets annually.
  - 10+ yrs. of building modern demand generation engines with fully integrated funnel metrics.
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## RELEVANT WORK EXPERIENCE

### **Mend, Remote, Director of Enterprise Marketing**

**3/21 - Present**

Directed both Marketing & Business Development departments for a B2B SaaS Healthcare platform.

- Revamped the previous marketing strategy through implementation of an omnichannel advertising approach which led to a 150% increase in inbound conversions.
- Grew the founder & the brand following by over 20000 followers using micro-influencer strategy.
- Generated a 5781% ROI on content marketing focused on organic growth.
- Created a demand generation marketing machine that focused on an ABM marketing approach that built 3x pipeline growth within the first six months of taking the role.
- Orchestrated cross-functional collaboration with executive leadership team to conceptualize and implement a data-driven full-funnel strategy, resulting in a 200% increase in pipeline, with a 50% reduction in customer acquisition time, exceeding annual targets.

### **Fractional CMO, Remote, Consultant**

**3/13 - Present**

Acting as an outsourced marketing executive leader for clients, helping develop GTM strategies, transform marketing capabilities, and build teams to catalyze strong brand growth.

- Counseled different industries from Startups in FinTech SaaS to well established Pharmaceutical Automation companies on full-funnel marketing & engagement strategies, team building, MarTech stack, marketing automation, campaign optimization, data analysis, SEO & content needs, market research, brand consistency, personalization at scale, and advertising budgets.
- Crafted marketing budgets and staffing strategies, while setting up brands for successful marketing campaign launches with A/B testing for ROI analysis.
- Audited current digital marketing strategies & capabilities while advising and training staff on processes and advertising best practices.
- Established KPIs & funnel criteria to ensure marketing campaigns deliver expected results.

### **ROAR! Internet Marketing, Altamonte Springs, FL, Head of Marketing**

**2/18 - 3/21**

Acted as the guiding force behind all marketing department operations executed by a team of professionals implementing growth strategies for a portfolio of over 100+ marketing clients.

- Continued to evaluate and optimize marketing workflow, maintaining a careful balance between achieving deadlines and exceeding client expectations to retain and expand business with 98% of clients in B2B, B2C, Healthcare, and & DTC industries.
- Streamlined project allocation process by implementing a data-driven approach, resulting in a 25% reduction in resource allocation time and a 20% increase in project profitability.
- Managed the implementation of multi-channel marketing strategies, including digital and print campaigns, SEO, social media, content marketing, email marketing, and paid media.

- Spearheaded campaign performance analysis, measured CPL, CAC metrics, and discovered innovative lead generation opportunities; optimized campaigns, resulting in a 40% decrease in CPL and a 35% increase in lead volume.

**The Finance Marketing Group, Albany, NY, Director of SEO**

**4/15 - 1/18**

Drove the design/implementation of global & local marketing strategies for over 100+ clients to maximize returns from Paid Media, social media, SEO, Email Marketing, Link Building, and Content Marketing.

- Built the department from the ground up and continued to grow the team and achieve net new ARR with over 30% of graduates from training group classes as an add-on package.
- Opened new revenue generating pipelines and delivered 50+ presentations & webinars to large audiences, leading to many sales wins with existing clients to upgrade SEO packages.

**Measurable SEO, Albany, NY, Digital Marketing Director**

**11/13 – 6/16**

Grew the Digital Marketing Department by 100%, while introducing key changes and enforcing strict guidelines to maximize the quality while hitting quotas.

- Orchestrated successful SEO & link building campaigns, securing partnerships with high-authority websites and influencers; Managed & trained a team that generated over 10000+ links.

**ADDITIONAL EXPERIENCE**

**SEO Specialist & Reporter, Quality & Operations Manager, Web Analyst, Event Speaker:**

**Internet Marketing Ninjas – 11/09 - 11/13**

**Store Manager, Northeast District Manager, Regional Vice President of Sales & Operations Manager:**

**DJM – 7/05 - 10/09 (Manager of the Year – 2007, 2008)**

**EDUCATION**

**Bachelor of Arts in Communications & Philosophy, State University of New York – Albany**

- **Honors & Awards:** Dean’s List, Student Association Assistant Programming Director

**Giant OS Leadership Development Program – GiANT Worldwide**

**Imparture Google Analytics Immersive – Imparture**

**Executive Community Member – Pavilion**

**TECHNICAL SKILLS**

Chat GPT / DemandBase / Adobe Bizible (Marketo Measure) / Salesforce / Pardot / Metadata.io / 3<sup>rd</sup> Party Review Platforms / Drift Chat / Crayon Competitive Intelligence / ZoomInfo / SalesLoft / Whimsical / Unbounce / Creatopy / Castos / Asana / Jira / CallRail / Google Search Console / Google Ads / Facebook Business Suite / LinkedIn Ads / Moz Pro / Highrise / Ahrefs / Screaming Frog / AlliAi / SEMRush / GA4 / HubSpot / Pendo / Figma / WordPress / Google Optimize / Imparture Immersive / DealFront / Monday / Canva / Adobe Acrobat Pro