

From Resumes to Results

Did I Grab Your Attention?

Great marketing grabs your attention and then tells a compelling story that keeps you engaged.

Let me show you why I would be a great fit to catapult your marketing efforts.

The Proof is in the Numbers.

My ROI-Driven Marketing

IMPACT REPORT

My career at a glance



20 Years

Growing Marketing & Sales



Marketing Leader

& Fractional CMO



8X

Built and led revenue teams



\$2B

in revenue



OBSESSED

with achieving success through Marketing

EXECUTIVE MARKETING REACH



Multiple Industries Experience



AI Prompts & Innovations



Marketing Thought Leader & SME

DELIVERING VALUE ON



1

B2B Demand Generation & ABM

I Balance strategic thinking with hands-on execution; Implementing demand generation and targeted ABM strategies across multiple channels and technologies to generate leads that drive revenue.

2

Pipeline Contribution & Velocity

Maximizing growth and revenue: Nurturing valuable leads through tailored campaigns, expert segmentation, and persuasive CTAs.

3

Cross-Functional Leadership

As a graduate of LeaderBase I help nurture strategic alliances with Product, Sales, Customer Success, and the rest of the Executive group to synchronize the organization's efforts in unified GTM campaigns.

4

KPI's & Metrics

Manage dashboards and reports, tracking crucial metrics like pipeline health, meetings, conversions, volume trends, velocity, and attribution. Utilize data-driven insights to enhance strategy effectiveness, ensuring measurable results.



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POWERED BY



2013 - Present

Fractional CMO &
Growth Advisor

2021 - 2024

Director of
Enterprise
Marketing

2020 - 2022

Head of Demand
Generation

2018 - 2021

Head of Marketing

2015 - 2018

Director of SEO,
Digital Sales Director

2013 - 2016

Digital Marketing
Director, Global
Marketing Trainer

2009 - 2013

SEO Specialist, Data
Analyst**B2B Demand Generation & ABM**

- Started Demand Generation (DG) for multiple companies and drove programs for Enterprise and Mid-Market accounts.
- Created a 50% decrease in CAC through DG campaigns.
- Delivered highly-impactful integrated campaigns across a diverse range of channels.
- Increase SQLs by 3x in 18 months through a mix of digital marketing, ABM campaigns, and targeted content.
- 10+ years of building modern DG engines with fully integrated metrics.

Pipeline Contribution & Velocity

- Increased overall pipeline velocity by 200% in 18 months.
- Generated a 5781% ROI on content marketing focused on organic growth through SEO.
- Increased lead volume by 150% while reducing budget by 40%
- Improved MQL > SQL conversion rate by 85%

Cross-Functional Harmony

- Worked closely with Revenue Teams including Sales, Consultants, Solution Architects, Product Managers, and C-Suite to create agile campaigns that could easily adapt to variable market conditions
- Drove record-breaking webinar attendance working with CEO to promote products through solution-selling approach that created engagement with core target audience
- Executive Leadership Team at 6 companies - Sales & Marketing that launched GTM campaigns with focus on market segmentation, competitor analysis, and marketing strategy
- Worked with sales leaders to create multi-channel sales material (one-pagers, webinars, gamified landing pages, email sequences, eBooks/whitepapers, roundtables, playbooks, battlecards, videos)

KPI's & Metrics

- Reporting expert delivering pipeline insights, campaign results, trends, plans, and progress dashboards to key stakeholders
- Defined multiple processes including entire Salesforce global value set defining marketing/sales actions for inbound/outbound activity
- Worked closely with Marketing Operations to establish lead scoring parameters and attribution reporting at multiple companies

Leadership

- Respected people leader responsible for teams from 3 - 25 individual contributors across business development, demand generation, ABM, events, SEO, creative, development, project management, social media, and content (remote and in-person)