Dillon E. Bittiker

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**Master of Business Administration** – Washington University in St. Louis August 2024

**Master of Arts, Digital Web Design –** Lindenwood University May 2020 – 4.0 GPA

**Bachelor of Science, Business Administration Marketing -** Truman State University May 2014 **–** 3.2 GPA

# Work Experience

## Lindenwood University – St. Charles, MO

*Enrollment Management – Communication & Strategy* August 2018 - Present

* Develop communication plans for undergraduate, graduate, online student audiences
* Write email copy for domestic and global student marketing messages
* Design HTML/CSS emails in Workday Student and Slate CRM
* Develop domestic and international marketing collateral through Adobe Photoshop, InDesign, Illustrator, Canvas
* Run LU Admissions Instagram, Twitter, and Facebook pages
* Monitored website edits for external use

## True Media – St. Louis, MO

*Associate Account Planner* March 2017 – July 2018

* Analyze media spend flowcharts ranging from clients with 100K to 10 million dollar spends
* Researched client competitors, consumer print/digital trends, and in-depth media critiques
* Collaborate with vendors to bring clients podcast segments and written article promotions
* Assist with strategic media plans with focuses on print, digital, and broadcast-based advertising
* Support traditional and digital client presentations – focusing on media metrics

**Truman State University – Greater Chicago Area** November 2015 – February 2017

### Regional Admissions Counselor

* Responsible for college recruitment efforts from both inner-and-outer city Chicago on their college plans – 100% travel
* Determined priority schools through Slate CRM data and ACT score information
* Planned Greater Chicago Area prospective student Q&A event
* Presented to 200+ schools - parents, students, guidance counselors

**Mercy Hospital – St. Louis, MO** July 2015 – August 2015

### Sr. Marketing Consultant – Digital Marketing (Mercy.net)

* Edit mercy.net content for customer facing consumers
* Work with Google Analytics to help create a user-friendly site
* Improve website layouts through basic HTML skills

**The Walt Disney Company – Disneyland Resort, Anaheim, CA** June 2014 – January 2015

### Sales & Marketing – Retail Channel

* Created a digital e-learning module to help train all U.S. domestic Disney Store Cast Members on Disney Park sales strategy
* Served as Project Manager for our Disney Store client for $35,000 strategy training project
* Implemented Disney Parks branded content into 2 different internal publications
* Partner for distribution marketing and retail sales clients on Halloween & Holiday creative marketing tactics
* Established effective relationships across multi-disciplinary teams for Disney Parks measuring $100mn+ in sales in 2013

## Enterprise Rent-A-Car, Cape Girardeau, MO

*Management Trainee Intern* May - August 2013

* Established strong relationships with corporate clients
* Effectively made decisions using 4 step sales technique to negotiate price and contracts ranging from $30 - $1,500+
* Consulted with 15+ top Enterprise Holdings executives on viable future marketing/social media

# Skills & Activities

* Advanced Microsoft Office Suite – Excel, PowerPoint, Word, Publisher, etc.
* Adobe Photoshop, InDesign, Illustrator, Dreamweaver, Google Analytics, MRI
* Advanced Social Media Knowledge and Proficiency (Facebook, Twitter, LinkedIn, HootSuite etc.)
* Strong Writing Skills – APA, MLA Style
* Boy Scouts of America - Eagle Scout Award
* Disney Media representative for domestic and international digital, radio, and television business firms