

address
1235 Pennsylvania St
Denver, CO 80203

telephone
612.865.3082

url
dillondoyle.com

Job Experience

Romer for Mayor

New Media Director

Denver, CO 2011

Responsibilities included growing email databases, managing and producing email and website copy, making creative, and executing large online ad budgets.

- Served 15 million ad impressions to targeted demographics based on polling.
- Increased website traffic by 1900% and Facebook impressions by 1050%.
- Redesigned and implemented new website. Created online identity for campaign.
- Drafted emails and worked with consultants to implement targeted messaging.

Bennet for Colorado

Deputy New Media Director

Denver, CO 2010-2011

Responsibilities included creating digital content, growing a large email database, online fund raising, and producing print literature.

- Created a Facebook integrated calling tool that pulls targets from VAN.
- Drafted emails and raised funds online with regular \$30,000 gross days. Used Salsa Platform to segment and send targeted blast emails.
- Developed standalone websites drawing on experience in contrast messaging.
- Produced print literature and designed newspaper advertisements including White House approved presidential content.
- Created flash based advertisements and maintained campaign social networks, including photographing candidate and producing videos in the field.

Ritter for Governor

Intern

Denver, CO 2009-2010

Responsibilities included new media advising, daily press clips, communications strategies, and opposition research. As an organizer duties included scheduling volunteers, recruiting members, event planning and writing communications.

University of Denver

Resident Assistant

Denver, CO 2008-2010

Responsibilities included fostering community among a floor of 20 Freshman residents through programming, counseling and developing leadership. Other duties included meeting and following strict deadlines for administrative tasks including working the front desk, filing paper work and attending weekly staff meetings.

Education

University of Denver, Denver, CO — BA Digital Media Studies, Music Minor.

Relevant Skills

- In depth knowledge of Adobe Creative Suite 5, strengths include graphic design and front-end web development.
- Experienced in HTML, JavaScript, PHP and basic MySQL knowledge. Managed heavily trafficked sites on Drupal and proprietary CMS'. Developed PHP applications.
- Managed 250,000 plus email databases in Salsa and NGP. Skilled in list segmentation and target analysis. Set up databases and managed large amounts of data in VAN.

Accomplishments

- National Residence Hall Honorary Regional Of The Month Winner for Martin Luther King Day Community Service Project
- Crafted and implemented Explore Denver, a program granting students free or subsidized tickets to cultural events around Denver
- Board Member of EcoCup, A Sustainable Alternative For Beverage Consumption
- Worked with the City of Denver to implement Bike Sharing on campus

Referrals Available Upon Request

