

A CREATIVE-DRIVEN LEADER WITH EXPERIENCE IN PRODUCING VISUAL CONTENT ACROSS MULTIPLE PLATFORMS. PRAISED FOR THE ABILITY TO GIVE WELL-ORGANIZED AND INNOVATIVE CONTENT FOR CLIENTELE.

UNPRECEDENTED COMPETENCE AND COMMUNICATION SKILLS WITHIN THE DIGITAL MARKETING LANDSCAPE. A TRUE CREATIVE WITH MEASURABLE SUCCESS AND GROWTH IN HIS FIELD.



DILLON C. HEARNS

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"WE CHALLENGED DILLON WITH MARKETING PROJECTS THAT HE TOOK FROM BASIC IDEA TO POLISHED, PROFESSIONAL PRODUCT IN SHORT AMOUNTS OF TIME WITH VERY LITTLE RESOURCES AND WHILE WORKING WITH LITTLE TO NO SUPERVISION. HIS ABILITY TO BE CREATIVE IN ALL ASPECTS OF MARKETING WHILE FOCUSING ON THE GOAL OF GROWING OUR SALES IS IMPRESSIVE."

RICKI BRASWELL
FORMER CEO OF THE PANKEY INSTITUTE

"DILLON'S SKILL SET HAS BEEN A MASSIVE ASSET TO OUR ORGANIZATION. HIS ABILITY TO CREATE AND MARKET CONTENT IS UNRIVALED BY ANYONE I'VE SEEN IN THE INDUSTRY. HIS ABILITY TO LEAD OUR MARKETING EFFORTS HAS RESULTED IN THE POSITIVE CHANGE THAT WE'VE SEEN IN ENROLLMENT."

DESIREE MCELROY
DIRECTOR OF MARKETING & COMMUNICATIONS
AT THE PANKEY INSTITUTE

EDUCATION

Miami Dade College
Miami, FL

Associate of Arts: Mass Communications, Journalism

Florida International University
Miami, FL

Bachelor of Science: Mass Communications, Advertising
Minor in Digital Photography

MAGNA CUM LAUDE

TALENTS

Motion Graphic Animation
Brand Positioning
Print Design

Professional Videography
Digital Photography
Post-Production Audio

Campaign Management
Graphic Design
CRM Management

Consumer Analytics
Brand Development
Event Marketing

Email Marketing
Social Media Management
Market Research

Adobe Photoshop



Adobe Lightroom



Adobe Premiere



Adobe Audition



Adobe After Effects



EXPERIENCE

Silver Airways
Domestic | International Airline, Fort Lauderdale, FL

Art Director
May 2016 - Aug. 2016

I was directly involved and responsible for the campaign titled "Beyond Havana." Upon this campaign, I was the leader for all creative content and visual imagery used by the airline. I was responsible for targeted, segmented advertisement renderings and consumer-driven marketing objectives. The scope of the campaign included: social media marketing, the creation of billboards and graphics for the airline as well as event proposals and general exposure for Silver.

The Pankey Institute
Postgraduate Advanced Dental Education, Key Biscayne, FL

Creative Director
Sept. 2016 - Present

As Creative Director, my key marketing responsibilities include: email marketing, campaign oversight, event marketing, paid advertising placement, and overall marketing strategy. Additionally, my social media management includes the use of all major platforms and the ability to create copy and content for all marketing purposes. My duties also include website maintenance, website creation, and SEO. I'm responsible for the creation of all marketing/advertising content using my excellent Adobe skill set & expert knowledge of various computer software and systems. My proficiency allows for the creation of graphics; both print and digital. As a skilled photographer and videographer, I create all still and motion imagery used by the Institute. This includes motion graphics, interviews, and promotional shorts for the organization. I head all printed collateral for the organization creating quarterly magazines and promotional print pieces ranging from books, brochures, as well as several branded tangible goods used throughout the Institute's building and abroad. I am responsible for the Institute's annual Symposium, a yearly dental conference that features hundreds of attendees. I am in full control of the event's marketing, branding, and logistics. Since my hire at The Pankey Institute, they have seen massive growth. I am directly responsible for this positive uptick as I developed the systems that are currently in place.