

DILLON BECKER

linkedin.com/in/dillonbecker | dillonbecker.com | hello@dillonbecker.com | San Francisco Bay Area, CA

PROFESSIONAL EXPERIENCE

Video Producer & Consultant | dillonbecker.com (*Apr 2017 – Present*)

- Clients: Nike, Storm8, G5 Entertainment, and more
- Conceptualize and produce high-performing video ads for mobile game/app clients
- Work closely with user acquisition teams to help increase video ad KPIs across major channels
- Editing, localization, trailers/app previews, voice over, mobile endcards, and other services

Video Producer, User Acquisition | Storm8 in Redwood City, CA (*Apr 2016 – Apr 2017*)

- Produced data-driven video ads from concept to delivery for 20+ games; developed and maintained best practices
- Increased video CVR 30%-150% through rigorous A/B testing; reduced ad costs by \$5.4 million
- Coordinated with internal art teams to ensure creative cohesion across all campaign types; selected external vendors
- Monitored KPIs to identify optimization opportunities and worked closely with ad designers to implement ideas
- Supported UA managers in analyzing successful and failed creatives, writing effective ad copy, and improving ASO
- Produced video featurettes for Business Development team to help secure featuring on App Store and Play Store

Video Composer & Editor, Creative Marketing | Machine Zone (MZ) in Palo Alto, CA (*Sept 2015 – Apr 2016*)

- Produced video marketing creatives for *Game of War* and *Mobile Strike* on mobile, web, social, and broadcast channels
- Identified and developed new marketing opportunities including YouTube influencer campaigns and VR/360 video ads
- Led marketing art team brainstorming sessions; managed and directed artists and designers on large scale projects
- Talent casting and on-set supervision of outsourced video ad production

Video Producer & Web Designer | PLS Logistics Services in Pittsburgh, PA (*Oct 2014 – Sept 2015*)

- Produced inbound marketing, recruiting, and sales video campaigns; tracked and reported performance analytics
- Developed website marketing strategy; redesigned company website; implemented and measured SEO initiatives
- Managed YouTube channel/branding and monitored video performance in YouTube Analytics, HubSpot, and Wistia

Video Marketing Specialist | Select International in Pittsburgh, PA (*Jul 2012 – Mar 2014*)

- Partnered with sales team to produce B2B testimonial, remarketing, and client retention video creatives
- Produced in-product videos for high profile clients in the manufacturing and healthcare spaces
- Wrote, cast talent for, and directed industrial videos for client products

Video Editor, Marketing | University of Pittsburgh in Pittsburgh, PA (*Apr 2011 – July 2012*)

- Created award-winning video marketing content for the Office of the Dean of Students
- Managed department YouTube channel, mentored video interns, and liaised with other campus departments

PRESENTATIONS & PUBLICATIONS

Digital Taipei 2017: *Best Practices for Improving Video Ad Metrics* (*Sept 2017*)

Video Marketing and User Acquisition Insights on *Fyber.com* (*Mar 2017 - Present*)

GDC 2017: *Breaking Ad: The Formula For Winning Video Advertising* (*Mar 2017*)

Pittsburgh Center for the Arts: *Auditioning Techniques for Filmmakers* (*Feb 2015*)

EDUCATION

Bachelor of Arts in Film Production and Studies at University of Pittsburgh in Pittsburgh, PA (*Aug 2007 – April 2012*)

RELEVANT SKILLS

Adobe Creative Suite, AdWords Video Certified, Google Analytics, YouTube Analytics, Creative Testing/Analysis, Vendor Selection/Management, Influencers/Talent Coordination, Multimedia Copyright Laws, Jira, HTML, CSS