

# DILLON BECKER

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## PROFESSIONAL EXPERIENCE

### Contract Video Ad Production & Consulting

Clients: Nike, Storm8, G5 Entertainment, Fanatee, and more *(Apr 2017 – Present)*

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

- Produced data-driven DR 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)*

(View additional certifications at [linkedin.com/in/dillonbecker](https://www.linkedin.com/in/dillonbecker))

## 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