



Dillon Font

Copywriter + Creative Strategist

Portfolio Website:

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Personal Statement

Only through a keen understanding of people — and the media they consume — can effective advertising be created. A sociologically astute mind is my strength, which injects a dose of strategy into both the ideation and execution of integrated campaigns. I craft executions to best take advantage of media placements, creating successful ads that will not only meet your benchmarks, but exceed them. From social media to mobile executions and all the way back to the basic print ad, I will solve your marketing problems with strategic yet quirky creative.

Work Experience

Deep Focus

Copywriter Intern

Summer 2010

Honed writing skills on web copy, pitch materials, and Facebook ads.

Clients: Anthem/Blue Cross, Weight Watchers, SyFy Network, Microsoft Bing, Windows Phone 7, Internet Explorer 9

Pitches: Windows Phone 7 (won), Vichy Laboratoires (won), Audi, Xbox Kinect

The Best Church of God

Public Relations Coordinator

Jan 2008 – Jan 2009

Challenged with promoting a comedy show performed at 10AM on Sunday mornings, I used press kits, social media, and our online branded content to not only deliver full houses within 2 months, but secured the established alt-comedy venue, The Lakeshore Theater, as our new performance space.

The Second City

Marketing Intern

Dec 2007 – May 2008

Tasked with promoting the touring show, *Jewsical! The Musical*, I developed a comprehensive promotions package that was sent out to 400 Jewish organizations. Bookings went up.

Tokyo International Players

Publicist

Jun 2006 – Oct 2007

Created and executed a yearlong marketing campaign, resulting in a 50% increase in ticket sales.

Dr Sketchy's Anti-Art School: Tokyo Branch

Co-Organizer

Mar 2007 – Oct 2007

Started Asia's first satellite of Dr Sketchy's, a burlesque life-drawing event. I created press kits, blanketed the Tokyo art spots with postcards, and took to Facebook to promote the event. I was handling full houses by our third event.

Education

Chicago Portfolio School
Copywriter

Grad. 11/09

Other Skills

Internet Video Production (Useful in creating "viral" videos in short time with little budget.)

Keio University
Japanese Language

Grad. 02/06

HTML/CSS (Great for updating blogs, talking with developers, and planning SEO strategies.)

Vassar College
Major: Asian Studies ; Minor: Women's Studies

Grad. 05/03

Comedy Writing (Created 2 web series, dozens of stage sketches, and quite a few stand-up routines.)