

DILLON WILLIAM HILL

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I/TSEC Scholar | Intel Inspires Scholar | Taco Bell ‘Live Mas’ Scholar

Amazon AWS Business Competition 1st Place Winner | Big Bang Business Competition 1st Place Winner

NPR: “How I Built This”

Dean’s List with Distinction, Summa cum laude, University of Arizona

Ask about my 3 world records.

EDUCATION

MBA, Technology Management, University of California, Davis, June 2024

B.S. Information Science, Minor: **Applied Computing**, University of Arizona, 2020. **4.0 GPA**.

B.S. Cognitive Computer Science, University of California, Davis, 2017.

Co-Author: National Center for Biotechnology Information: “Examining Identity Shift Effects in Virtual Reality”

CAREER WORK EXPERIENCE

Head of Growth, Cosmoforge.io, Dec 2023 – Current

- ♦ Founded and successfully led CosmoForge, a growth agency focused on sustainable growth. Generated over \$500,000 in client revenue by implementing creative strategies.
- ♦ Pioneered advanced automations across various platforms, significantly improving marketing performance, operational efficiency, and client ROI, showcasing leadership in adopting new technologies for business.
- ♦ Managed and inspired a dynamic team of employees and contractors, adapting to diverse client needs and strategies, demonstrating my ability to lead and motivate teams towards achieving business goals.
- ♦ Offered CRM consulting services, utilizing platforms like Salesforce and HubSpot. Enhanced customer relationship management strategies for clients, leading to increased satisfaction and revenue growth, highlighting strategic thinking and problem-solving skills.

Digital Campaign Manager, Omnilocal.ai, Feb 2020 – Nov 2023

- ♦ Led diverse teams in executing digital marketing projects with budgets up to \$100,000/mo, consistently exceeding ROAS targets. Demonstrated leadership and strategic decision-making essential for business success.
- ♦ Leveraged extensive REST API skills to contribute to the development of a cutting-edge SaaS product for national retail brands, enhancing capabilities in big data market research and foot traffic attribution.

Marketing Manager, Irish Iron, Jan 2016 – Feb 2020

- ♦ Led the digital transformation at Irish Iron, establishing a strong digital footprint. This included launching successful multi-channel PPC campaigns and implementing a comprehensive CRM system, showcasing my foresight in digital marketing and ability to lead transformative projects.
- ♦ Worked closely with the president and CEO to drive strategic growth initiatives, resulting in a significant market share expansion and a 42% increase in inbound leads year-over-year. This role demonstrated my ability to collaborate effectively with senior leadership and contribute to high-level business strategies.

DIRECTOR EXPERIENCE | ENTREPRENEURSHIP

Founder, Gamers Gift, 2015 – Present

- ♦ Initiated an award-winning, nationally recognized non-profit while in high school. Demonstrated early leadership and innovative thinking in establishing the organization.
- ♦ Led a small team in the development of our innovative virtual reality product.
- ♦ Cultivated strategic partnerships with big brands such as NVIDIA, Logitech, Valve, and Ubisoft resulting in raising \$200,000+ for our VR program.

CEO & Co-Founder, EduRoute (DBA SchedGo), Jan 2023 – June 2024

- ♦ Under my culture and strategic leadership, a team of 15, achieved exponential user growth of 400% (~3,000 users). My strategic leadership in operations, logistics, product strategy, and talent acquisition was pivotal in this unprecedented growth.

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Director of Astonishment, Live For Another, 2017 – 2019

- ♦ Directed and produced a crowd-funded documentary series about helping others through viral events and corporate partnerships, resulting in over 200 million views through grass root marketing campaigns.
- ♦ Partnered and liaised with top-tier companies including Red Bull, TempurPedic, BuzzFeed, Jack in the Box.

START-UP EXPERIENCE

Growth Marketing Manager, Empathable, Boston, MA, 2020 – 2023

- ♦ Spearheaded the Go-To-Market strategy for a SaaS product, achieving a 67% year-over-year sales increase and securing high-profile clients like Meta, Cisco, and Harvard, demonstrating effective strategy formulation and execution.
- ♦ Collaborated with the technical team to refine product development and positioning, which led to a marked improvement in enterprise sales close rates, highlighting my ability to bridge marketing and technical aspects for business growth.

Designed and managed a targeted account-based marketing strategy, substantially boosting marketing qualified leads and contributing significantly to the company's growth, showcasing my expertise in targeted marketing initiatives.

Growth Marketing Manager, Grazb, 2016 – 2017

- ♦ Pioneered and executed effective growth strategies for Grazb, a peer-to-peer networking app, leading to a robust user based and consistent engagement.
- ♦ Managed a vast network of hundreds of brand ambassadors, successfully orchestrating a rollout strategy that resulted in an impressive 10,000 installs on the first day of launch.
- ♦ Played a key role in formulating in-app product growth strategies, contributing to the app's overall user engagement and retention.

PUBLICATIONS | PRESS

The Washington Post: "This student left college to help his dying childhood friend complete his bucket list"

People Magazine: "Teen Leaves School to Help Dying Friend Complete Bucket List"

NPR: "How I Built This"

Venture Beat: "Gamers Gift VR is raising money to help the sick and elderly"

PCGamer: "Meet the teenager who started a charity to help those with disabilities using the magic of VR"

Paid Membership Pro: "Developer Showcase"

Good Morning America: "Lemons for Leukemia: Meet the teen behind the viral challenge"

The Sacramento Bee: "Davis man films documentary showing positive stories in coronavirus pandemic"

Comicbook.com: "Marvel Fans Rent Out Entire Theatre to Give Cancer Patients Free Access"

National Center for Biotechnology Information: "Examining Identity Shift Effects in Virtual Reality"

ACCOLADES | ADDITIONAL QUALIFICATIONS

Dean's List with Distinction, Summa cum laude, University of Arizona, 2021

Product Development Experience: Product Positioning & Pricing, Business Analytics, Market Research, Campaign Execution, Go-To-Market Strategy Implementation.

Leadership Attributes: Catalyst for Large Scale Solutions, Exceptional Team Management, Highly Organized & Efficient.

Data Tools: Advanced Excel & Microsoft Suite, Data Analytics (SQL, Python, Google Analytics), Paid Marketing (Google, Facebook, LinkedIn, Programmatic), CRM Platforms (Hubspot, Salesforce), Project Management (Asana, Trello, AGILE), Web Development (Wordpress, HTML, Javascript), Adobe Suite, Marketing Automation (Mailchimp, Zapier, Klaviyo).

I/ITSEC 2022 Scholarship Recipient | Intel Inspires Scholarship Recipient | Taco Bell 'Live Mas' Scholar

AWS Case Competition 1st Place Winner