

MARY DILLON

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www.mary-dillon.com

EDUCATION

Grinnell College

Bachelor of Arts in History and Political Science, Concentration in Peace and Conflict Studies

GPA: 3.92, Dean's List: 7 Semesters

Leonard M. Kurz '75 Student Peace Award, 2021; Payne Grant Recipient, 2021; Young W. Kihl '51 Prize Nominee

Grinnell, IA

May 2022

Digital Marketing Institute + American Marketing Association – Certified Digital Marketing Professional (CDMP)

HubSpot Academy - Inbound Marketing Certified

The Violence Project – Workplace Violence Prevention

Management and Strategy Institute - Project Management Essentials Certified (PMEC)[™]

Google Analytics Academy - Google Analytics for Beginners

RELEVANT EXPERIENCE

The Violence Project

Operations Manager & Technology Consultant

- Project management, social media marketing, and public outreach
- Website development for online training and resource distribution

St. Paul, MN (Remote)

September 2020 – Present

Grinnell College Rosenfield Program Committee

Committee Member

- Managing and planning events to increase interest in human rights, international relations, and public policy
- Increasing connections to the student community

Grinnell, IA

May 2021 – May 2022

Sheridan & Dulas, P.A.

Marketing Consultant

- Increasing ROIs for multimedia marketing strategies
- Crafting solutions to increase lead conversions from ad traffic
- Creating video content for inbound criminal and family law marketing efforts

Eagan, MN

July 2021 – October 2021

The Violence Project

Intern

- Executed social media marketing techniques, communication facilitation, and public outreach
- Implemented project management techniques to improve intern productivity
- Assisted in research- including data analysis, literature review, and publication editing

St. Paul, MN (Remote)

May 2020 – September 2021

Grinnell College History Department

Student Assistant

- Spread and Organized information by producing posters, newsletters, and resource spreadsheets
- Monitored, planned, and invited people to weekly online events

Grinnell, IA

September 2019 – May 2021

OTHER PROFESSIONAL EXPERIENCE

Grinnell College Writing, Reading, and Speaking Center

Office Assistant

- Rebranding the former Writing Lab to reach provide academic resources to students
- Maintaining clear communication with a diverse coalition of students

Grinnell, IA

January 2019 – May 2022

RippleMatch

Leadership Development Intern

Remote

January 2022 – February 2022

- Design and work to spearhead a student expansion strategy
- Learn and utilize various in-depth business development, marketing, and consumer behavior strategies

Betts Legal Services

Summer Intern

St. Paul, MN

May – August 2019

- Filed and analyzed documents to create a new comprehensive system for client management
- Studied court proceedings and etiquette

Caribou Coffee

Team Member

Burnsville, MN

June 2019 – January 2021

- Enhanced customer satisfaction through an exceptional product and pleasant interaction
- Assisted team members and customers during conflicts and times of confusion

Grinnell College Dining Services

Student Worker

Grinnell, IA

September 2018 – May 2019

- Effectively worked with people from different backgrounds
- Engaged in vegetable preparation and baking assistance

Sheridan & Dulas P.A.

File Clerk

Eagan, MN

Summers 2015 – 2018

- Created organizational systems for physical and electronic files
- Communicated with clients and future clients about their need for a legal representative

LEADERSHIP AND VOLUNTEERING

- Editor of The Sustainability Corner (Newsletter)
- Sunrise Movement Grinnell Hub Leader

SPECIALIZED SKILLS

Disciplines

Digital Marketing
Inbound Marketing
Project Management
Search Engine Optimization
Social Media Marketing
Spanish (beginner)
Website Design

Tools

Adobe Creative Cloud
Google Ads
Google Analytics
Google Suite
Office 365 Suite
STATA software
Trello
WordPress

Content Creation

Canva
Instagram
Facebook
LinkedIn
Twitter
Vimeo
YouTube