

DILLON SNYDER

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After my professional soccer career was cut short at the age of five to a general lack of interest in the sport, I poured myself into my true passion: copywriting. Born into a generation that was forced to watch commercials, I understand that if you want to break through you have to be entertaining—otherwise you're wasting your audience's time. Below are some of the finer points in my 20 year career in the advertising universe. I started as a wide-eyed junior copywriter and have grown into a seasoned Creative Director with slightly worse physical vision but much stronger metaphorical vision to lead, inspire, and support creative teams as we continue, like coyotes on the open range, to hunt for the most compelling creative ever to grace the plains of marketing.

Creative Director, Vail Resorts (2021 - Present)

Stood up the first Creative Department within Vail Resorts

- Managed 30+ creatives across multiple disciplines, including associate creative directors, copywriters, art directors, photographers, video editors, content producers, and studio production designers.
- Managed a \$1.2 million creative contractor budget that allowed us to pull in agency and freelance resources when appropriate.
- Mentored junior copywriters to grow their conceiving skills and ensure their copy was on-strategy and engaging to the guest experience.

Reimagined enterprise briefing strategy to shift focus to brand-forward campaigns

- Led to the creation of guest-centric campaigns built on data-driven insights and centered around the guest lifecycle.
- Partnered cross-functionally with teams across the enterprise to develop more efficient media plans that showed greater effectiveness.

Developed Brand Foundations, Creative Platforms, & Visual Brand Guides

- Partnered with brand marketing teams to develop strategic foundations for distinct brands across the portfolio of resorts.
- Introduced storytelling into campaigns that better resonated with guests, which led to increased resort visitation.
- Presented all campaigns to the C-suite and resort GMs to gain alignment.

Creative leader for all campaign development across the enterprise

- Oversaw creative for 42 global ski resorts, Epic Pass (a billion-dollar brand), and all additional lines of business.
- Developed creative for RM, social media, broadcast, digital, print, and owned app and web channels.
- Identified and worked with top agency partners to enhance creative development.

Creative Director, TBWA\The Integer Group (Now TracyLocke) (2015 - 2020)

MarsWrigley

- Directed creative teams of 10+ in New York, Chicago, and Denver across the Snickers, M&Ms and Twix brands.
- Developed custom, full-funnel brand campaigns and promotions for Walmart, Kroger, and 7-Eleven. Including a Snickers + NFL campaign that led to 50% sales growth for that brand.
- Oversaw the conceptual development and execution of brand activations for SXSW and major music festivals across the nation that re-engaged younger audiences with M&M'S and Snickers.
- Creative Director on the initial pitch team that won the MarsWrigley business for the agency.

Nature Made Vitamins

- Partnered with the CMO and VPs of marketing to implement a new creative strategy that revitalized a previously aging brand.

Kevita Probiotic Drinks & Breckenridge Brewery

- Lead creative across all social media platforms, conceiving and executing organic and paid social which increased followers 84%.

Associate Creative Director, TBWA\The Integer Group (Now TracyLocke) (2013 - 2015)

MillerCoors

- Inspired a team in conceiving brand campaigns for Crispin Cider and BATCH19 beer, working with limited marketing budgets.
- Campaigns resulted in Crispin being named the top premium cider at the time, and BATCH19 expanded its distribution nationally.
- Presented campaigns directly to senior-level brand marketing stakeholders.
- Mentored junior copywriters and art director teams to develop their client-facing presentation skills and strategic conceiving abilities.

Senior Copywriter • TBWA\The Integer Group (Now TracyLocke) (2010 - 2013)

Blue Moon Brewing Company

- Head writer across all integrated campaigns that contributed to the most profitable year in the brand's history.
- Mentored junior copywriters and provided feedback to ensure their work was on-brand and on-brief.
- Created stakeholder-facing presentations grounded in human truths and cultural insights.

Education • The University of Texas at Austin (2000 - 2004)

Bachelor of Science in Advertising, Minor in Business
Completed the Texas Creative Program

Personal Passion • Co-Creator • Paper Plates Press

My wife and I started a letterpress design house in Denver, CO creating all sorts of printed goodness.

Core Expertise

Brand & Creative Strategy, Team Leadership, Campaign Development, Copywriting, Storytelling, Concepting, Listening