

John Thomas Amon Dillard (“Jack”)

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Professional Experience

Director of Marketing & Sales — All Points: Atlanta, GA | Nov 2022 – Present

- Added \$3M+ in new annual recurring revenue and grew total company revenue ~30% in 2 years.
- Built the full marketing engine (SEO, paid, email, outbound) and managed developers, designers, writers, and agencies.
- Designed and implemented multi-step funnels and automated data management to improve lead conversion.
- Produced high-performing ads, video, and web assets; expanded sales channels and partner marketing.
- Advised SMB brands on packaging, product design, and supply-chain efficiency to accelerate launch timelines.

Director of Marketing — ClearPath Nasal Balloon System: Atlanta, GA | Jan 2024 – Present

- Built the website and comprehensive patient/surgeon education suite.
- Produced patient education videos and surgeon training materials to support adoption.
- Ran outbound email programs for distributor enablement.

Associate, Medical & Office Sales & Leasing — Millenia Partners: Atlanta, GA | Aug 2022 – Sep 2024

- Contributed to over \$10M in sales and leasing activities
- Handled tenant/landlord representation, market research, and deal underwriting.
- Created go-to-market materials and investor/tenant outreach campaigns.

VP of Marketing — Prometheus Alternative Investments Atlanta, GA | Aug 2021 – Aug 2022

- Directed \$30K/month omnichannel ad spend (search, social, display) to maximize ROI.
- Launched ABM programs targeting fund managers, self-directed IRA custodians, and private-wealth advisors to grow a high-value pipeline.

Marketing Specialist — Sleep & Sinus Centers of Georgia: Atlanta, GA | Aug 2019 – Present

- Led SEO strategy (keyword research, on-page, schema) to grow organic traffic and patient inquiries.
- Managed full-stack web development and UX improvements (architecture, performance) to raise conversion rates.
- Ran content ops, social calendars, and targeted paid campaigns with consistent brand voice.
- Developed a fully autonomous AI-driven SEO system that increased web traffic by 1,471.7% over 28 days and boosted events by 625% in the same period.

Skills & Expertise

- Sales Enablement & Business Development
- Paid Media Search & Social Management
- SEO & Web Development
- Outbound/Email Marketing & Data Sourcing
- Content & Video Production
- Underwriting & Financial Analysis

Education

Rollins College, Winter Park, FL

B.A., Business Management (Marketing) • B.A., Philosophy
Honors Recipient • President’s List