

Dr James Joseph Dillon

CREATIVE DIGITAL MARKETING PRACTITIONER



PROFILE

Dr James Joseph Dillon is an interdisciplinary Creative Digital Marketing Practitioner with more than two decades of professional work experience. He has enjoyed working as both a sessional academic and higher education researcher. His Doctor of Creative Industries thesis, *Creative Third Space: Applying Creative Digital Marketing Practice in Higher Education Settings*, was published to QUT ePrints in August 2024. The document is both a thesis and a practical guide for creative digital marketing practitioners. Dr Dillon now applies his Creative Digital Marketing Practice outside of higher education as co-founder and Director of CreatePlay, a newly formed creative game studio.

SOCIAL

EXPERIENCE

CREATIVE DIGITAL MARKETING PRACTITIONER 2023-PRESENT

CreatePlay

Dr James Dillon is co-founder and Director of CreatePlay, a small creative game studio based in Brisbane. As CreatePlay's Creative Digital Marketing Practitioner, Dr Dillon applies his interdisciplinary design skills through the analysis of target markets; the development of a transmedia content strategy; creating unique multimodal content designed for multiple digital communication channels; developing an ethical work practice for using generative AI software for commercial outcomes; designing interactive documents using the Adobe Creative Suite; the set-up, administration, and design of Wordpress websites; coordination of email marketing and social media channels; video production; and industry engagement.



- CreatePlay's first project is the *Seablight Antilles Tabletop Role-Playing Game* (TTRPG) *Setting Guide* with supporting mobile-responsive website (<http://www.seablight.com>). Prototype testing of a deck-building card game is currently under-way for publication in late 2025.

SESSIONAL ACADEMIC

SEM 1, 2022

QUT SCHOOL OF COMMUNICATION

In Semester 1, 2022, Dr Dillon was a sessional academic with QUT's School of Communication. He tutored three classes within CYB104 Managing Social Media.

- In his CYB104 classes, Dr Dillon introduced learners to the principles, tools and techniques of professional social media practice; social media presence; and the development, implementation and analysis of digital communication strategies.

MANAGER, DIGITAL STRATEGY &

2012-2023

COLLABORATION; COMMUNICATIONS COORDINATOR; AND DIGITAL COMMUNICATIONS OFFICER

QUT Creative Industries Faculty / Learning and Teaching Unit

Dr Dillon worked in a number of Faculty and central Division-based digital communications and content marketing strategy roles at QUT from 2012-2023.

- 2018 - 2023: Dr Dillon worked in QUT's central Learning and Teaching Unit as a HEW 9 Manager, Digital Strategy & Collaboration within the Office of the Deputy Vice-Chancellor of Learning and Teaching. As part of his strategic approach, he focused on improving internal business processes to connect divisions, teams, and communities of practice spread across QUT. This included an integrated approach to using Microsoft 365 tools, including Sites, Teams, Lists, Power Apps, Stream, Sway, Power BI, and OneDrive.
- 2014 - 2018: As a HEW 7 Communications Coordinator, Dr Dillon developed and applied creative content marketing strategies for the Creative Industries Faculty.
- 2012 - 2014: As a HEW 6 Digital Communications Officer, Dr Dillon had a hands-on approach to content production and social media management to promote the Creative Industries Faculties' unique course offerings.

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SKILLS

CONTENT MARKETING



VISUAL COMMUNICATION



DIGITAL MARKETING



STAKEHOLDER ENGAGEMENT



TEACHING



SOFTWARE

ADOBE CREATIVE SUITE



WORDPRESS



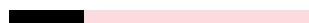
MICROSOFT 365



CRM SOFTWARE



UNITY



AWARDS

**VICE-CHANCELLOR'S
PERFORMANCE AWARD, 2013**
Digital Communications Officer,
QUT Creative Industries Faculty

TABBIES AWARDS GOLD 2012
Best Opening Page - *Australian
Baking Business Magazine*

Gaming Genius Awards 2011
Best Gaming Magazine - *Battlespace*

EXPERIENCE (CONTINUED)

EDITORIAL COORDINATOR

2009-2012

THE MAGAZINE PUBLISHING COMPANY, BRISBANE

Dr Dillon was editor and writer for bi-monthly and monthly national business-to-business magazines *Energy Source & Distribution*, *Circuit*, and *Australian Baking Business*.

- Dr Dillon was responsible for researching, interviewing and writing news stories, taking photos, profile stories, feature stories and editing product news and opinion article contributions.
- He selected feature topics, organised photographers, liaised with public relations contacts and collaborated with graphics designers with magazine layout. He applied investigative journalism techniques for important industry issues such as infrastructure investment, research, and skills shortages affecting trades.

EDUCATION

DOCTOR OF CREATIVE INDUSTRIES

2015-2024

QUT SCHOOL OF DESIGN

Combining analytical and applied creative research, Dr Dillon's Thesis is an investigation into the strategies of creative digital marketing practitioners who work in higher education, including how they adapt to continually changing conditions; apply creative techniques to push marketing conventions; and produce content that is both evocative and practical. The thesis contributes to the fields of third space professionalism and professional creative practice through a new, applied, and tested process model and practice principles for what is termed 'creative third space'.

MASTER OF JOURNALISM

2007-2010

QUT SCHOOL OF COMMUNICATION

Dr Dillon integrated his coursework-based Master of Journalism in industry as part of his Editorial Coordinator role with Brisbane-based The Magazine Publishing Company. His Masters project culminated in the development of a report and prototype design for transitioning the print *Energy Source & Distribution* magazine to a website format based on industry best practice.

BACHELOR OF CREATIVE INDUSTRIES

2002-2007

(Double Degree - Media and Communication)

QUT CREATIVE INDUSTRIES FACULTY

BACHELOR OF CREATIVE INDUSTRIES

2002-2007

(Double Degree - Public Relations)

QUT SCHOOL OF BUSINESS

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SELECTED PROJECTS

Dr James Dillon has worked on a number of creative, communication, and design projects in more than two decades of work experience. These projects encompass integrated marketing communications campaigns; brand strategy; content design, production and distribution; stakeholder engagement; and higher education change management processes.

