



About Cheryl Dillard

Web Developer/Media Consultant/Virtual Marketing Assistant

Cheryl Dillard is your one-stop answer for the support you need to build your online presence. She can help you set up the technical leg of your marketing arsenal so that whatever you encounter along your path, she's there to help. With her background in marketing, online technology and media production she has what it takes to help business owners and freelancers promote their information products and establish themselves in the marketplace.

Cheryl understands that the root value of technology to the business owner is increased productivity and enhanced efficiency, resulting in profitability.

Her extensive experience as an advertising writer, web developer and media producer, as well as a marketing director and technical advisor for one of the nation's foremost copywriter coaches, establishes her as a master communicator and lead generator. She uses a deep understanding of what engages viewers and motivates customers to buy.

She graduated magna cum laude from UCSD with a degree in Communications/Visual Arts with an emphasis in filmmaking and video/audio production. Her postgraduate studies focused on journalism, marketing and scriptwriting. She has also completed courses in HTML and technical writing.

Cheryl has received three Telly awards for outstanding video production; the first award was for a 30-minute national infomercial, the second for a business promotional trade show video, and the third for a sporting event documentary that aired for two years and was featured in TV Guide.

She has worked as a photographer, television news stringer and editor, media buyer and she has produced several television commercials, infomercials, radio spots, podcasts, corporate videos and travel videos. In addition, she has conducted numerous interviews, produced multi-media presentations, and wrote two interactive plays.

When she's not working on generating ROIs for clients, Cheryl likes to hike, play golf, read, dance and attend art and film festivals. She enjoys travel and has visited many countries throughout the world.

Her services include:

- 1ShoppingCart - product, autoresponder and affiliate setup and customer support
- Aweber and Constant Contact – setup and support

- Information product - creation, packaging and promotions – from digital e-books to full-blown physical courses with audio CDs and/or Video DVDs and workbooks
- Website and landing page – construction, maintenance and SEO
- Social networking sites – setup for easy one-click integration
- Newsletter and blog – template creation and production
- E-mail promos and e-zine distribution
- Website photography, video and audio production and technical consultation
- Teleseminars, webinars and PowerPoint presentations

Hire Cheryl if you want to expand your online presence, establish your credibility and increase your ROI. Let her do the time-consuming technical work and free up your valuable time to create new information products. Cheryl is your best choice for the job because she understands what it takes to help your business grow to new levels.

Cheryl Dillard

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"Cheryl is a real find. I would not be able to replace her. She handles everything for me---marketing, web mastering, audio recording, blasting my newsletter, creating information products, troubleshooting, promos, you name it. Very loyal, very committed. You won't find better, I guarantee it!"

Chris Marlow, Copywriter Coach



"With Cheryl Dillard I've found exactly what I was hoping for in a virtual marketing assistant. Her proficiency with 1ShoppingCart helped me establish my first ecommerce website faster than I ever thought possible, and saved me from having to spend countless hours learning the application myself. Cheryl knows how to help a busy entrepreneur stay productive, by taking initiative and regularly reporting back on progress but -- importantly -- also knowing when to 'chase you down' if

an urgent business issue must be brought your attention. Cheryl will help you move your important projects forward at a quick pace, and I enthusiastically recommend her services."

Pete Savage, B2B Copywriter



"I can always trust Cheryl to get the job done-and done right. Her strong work ethic and clear understanding of what I'm trying to accomplish make her a huge asset. I'm fortunate to have her as part of my team."

Ed Gandia, Publisher