

BOB DALE JR.

I am an experienced recreational programmer, event coordinator and marketing specialist with experience in program development, event planning, digital marketing strategy, social media branding and copywriting.

RELEVANT WORK EXPERIENCE

MARKETING AND OUTREACH COORDINATOR

Center for Wildlife, Maine | Feb 2021 - present

- Managed marketing and outreach strategy for conservation non-profit including print/digital advertising, social media, direct mail, e-newsletters
- Photo and video production
- Oversite and coordination of staff and volunteer outreach educators
- Built strategic partnerships with local businesses/organizations including conservation policy change advocacy at state level

COMMUNITY MANAGER

Gotcha Mobility | Nov '18 - Jan '20

- Managed partner and sponsor relations for sustainable shared mobility system based in Burlington, VT
- State and local government affairs, advocacy and promotion of sustainable transportation in Vermont
- Developed and managed all marketing and promotions for local transportation system

MARKETING CONTENT COORDINATOR / SUNDAY RIVER TV HOST

Sunday River Resort | Winters '16-17, '17-18

- Created daily web content content and multimedia content for marketing campaigns and social channels
- Developed copy and design for company website and blog
- Hosted Sunday River TV live morning show Winter '17-18

OPERATIONS MANAGER / CLUB GENERAL MANAGER

WND&WVS | Summers '13-14, '17-18

- Developed and managed all recreational programming 2013-17 and opened member-based beach club
- Managed staff, trained employees, ran daily operations and coordinated events
- Developed digital marketing strategy and promotional campaigns

EDUCATION

BACHELOR OF SCIENCE - 2014
CONCENTRATION: RECREATION & TOURISM MANAGEMENT

University of Vermont - Rubenstein School of Environment and Natural Resources

AWARDS/CERTIFICATIONS/TRAINING

Trustee's Scholarship Recipient - University of Vermont
HubSpot Academy
Google Analytics & Adwords

PROFESSIONAL SKILLS

Digital marketing strategy
Social media strategy
Marketing
Copywriting
SEO
Lifestyle and brand blog management
Photography/photo editing
Market research
Television program hosting
Client service
Site operations
Staff management

PERSONAL SKILLS

Creative
Passionate
Motivated
Organized
Adventurous
Team-player
Curious
Goal-driven

PORTFOLIO

rndale123.wixsite.com/portfolio

CONTACT

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SOCIAL

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