



Dale Johnson



📞 614-393-7911 ✉️ dale.johnson17@gmail.com

Highly creative and solutions-focused digital marketing director with 10+ years of success understanding market dynamics, including strategy development, media relations, and digital communications across international corporations globally. Strategic thinking professional adept at formulating marketing strategies to develop opportunities, solve media challenges, and achieve digital marketing objectives, generating multimillion-dollar revenue. A recognized leader who pioneers large-scale digital marketing transformation for local, regional, and national engagements. Currently seeking senior-level opportunities in the marketing space.

Work Experiences

Global Head of Marketing, AT&T, Jul 2016 – Aug 2020



- Directed all aspects of global marketing strategy, emerging technology with digital communications to transform media output with a future-proof mentality. Successfully boosted the global presence of the company by 115%.
- Pioneered global digital communications function by determining the global operating model and structure to introduce a high-level business strategy for effective global Digital Marketing activity. Achieved \$4M revenue in less than 12 months.
- Spearheaded the global re-platforming exercise, which migrated 35 dot com sites to one global architecture while ensuring compliance with the global digital center of excellence.
- Improved an operating paradigm for digital engagement focused on global agency structure while serving as a lead for a core team of 6 and 15 dotted line reports across the globe.

Marketing Manager, Verizon Wireless, April 2013 – Jun 2016



- Transformed the company's social media for public relations by coordinating all facets of digital operations between global clients and the department of culture and tourism.
- Built a core team of 8, accomplishing P&L responsibilities, tourism business, international relations, and innovative global campaigns to spread brand awareness significantly.
- Implemented an effective business proposition and pitched further responsibilities to secure the revenue of \$2M+ for the businesses of various partners globally.
- Produced synergistic solutions in managing social media crisis readiness and issues management, which improved the overall business, securing a multimillion-dollar global tourism account.

Marketing Strategist, Toyota USA, Feb 2010 – Feb 2013



- Served as an outstanding trusted advisor, overseeing the end-to-end social media functions for PR and marketing communications, which improved the company's nationwide presence by 56%.
- Developed the professional progression of a core team of 5 while fulfilling the social media functions of 45+ countries across Europe. Led the expansion and deployment of guides, standards, and processes.
- Managed and coached cross-functional teams, equipping professionals with adequate digital engagement and social media tools and techniques, as well as overall brand awareness. Enabled the company to achieve an additional \$500K revenue per month.
- Augmented the regional operating model of Toyota USA across 32 countries while training a team of 6 at the HQ level to stimulate high performance and productivity.

Skills

Hard Skills

- Strategic Marketing Management
- International & Local Relations
- Content Creatives & Brand Planning
- Digital Media Improvement
- Global Marketing Engagement

Soft Skills

- Growth Expansion Strategies
- Continuous Process Improvement
- Creative Problem Solving
- Teamwork & Collaboration
- Resource Optimization

Languages

- English (Fluent)
- Mandarin (Intermediate)
- French (Basic)

Certifications

- Digital Marketing Analytics Certification
- Public Relations Management Certification

Awards

- The Stevie Awards, 2017
- MarCom Awards, 2015

Personal Projects



Directed the developing advancement of the media’s digital center of excellence, leading the campaign conceptualization to execution to augment digital engagement activities. Leveraged expertise in paid social, CRM, SEM, and display to stimulate event attendance to physical and digital events across the regions. Accomplished all set up encompassing re-organization, agency appointment management, and standard compliance within 15+ countries.



Established rapport while managing regional clients across the Atlanta region, USA. Administered P&L valuing \$3M+ of business while introducing a contemporary go-to-market position for the regional digital offering. Led the development of the whole digital team of 14 consultants, as well as the advanced progression of an under-performing team of 15.

Favorite Quotes

“ Good content isn’t about good storytelling. It’s about telling a true story well. — Ann Handley

“ Less is more. Keeping it simple takes time and effort. — Jeff Bullas