

 Chris Dale

# FROM EXECUTION TO LEADERSHIP

**Building emotionally  
recognisable brands  
through strategy,  
creativity and  
performance alignment.**

**SWIPE TO FIND OUT**



# 12+ YEARS IN MARKETING

**12+ years across brand, digital, ecommerce, campaigns, events and performance marketing**

- Brand strategy and positioning
- Campaign leadership and execution
- Website redevelopment and UX focus
- Ecommerce and digital growth
- Performance marketing and analytics
- Paid, organic and social content strategy
- Event direction and audience engagement
- CRM, HubSpot and marketing automation
- Creative leadership and brand consistency
- Team development and cross-functional collaboration

# FROM EXECUTION TO STRATEGY

Progressed from execution-focused marketing roles into strategic brand and performance leadership within the last 3 years.



# TRANSFORMING BRANDS

Repositioning brands through strategy, identity and audience connection

## Enterprise Summit

- Brand evolution
- Audience growth
- Experience strategy
- Multi-day European event leadership
- **CRN Sales & Marketing Awards: Highly Commended – Best Partner Event**



## Hammer Rebrand

- Brand repositioning
- Messaging alignment
- Identity evolution
- Internal & external consistency
- **CRN Sales & Marketing Awards: Finalist – Best Campaign**

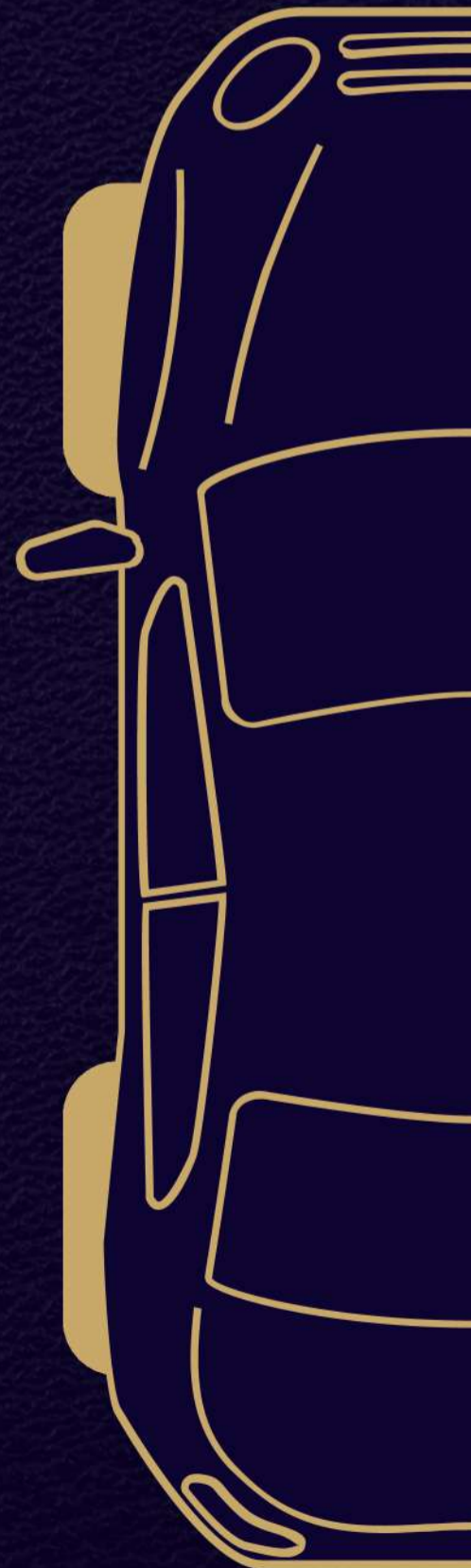


# CONNECTED MARKETING

**High-performing marketing teams don't operate in silos. They move together.**

- **Brand:** Identity, positioning and emotional connection
- **Design:** Storytelling, experience and creative translation
- **Marketing:** Audience growth, campaigns and visibility
- **Performance:** Insight, optimisation and validation

*"If one wheel isn't aligned, the whole car pulls in the wrong direction"*



# CULTURE DRIVES PERFORMANCE

**People perform best where they naturally thrive.**

- Trust over micromanagement
- Strength-based leadership
- Building connected specialist teams
- Strategy + creativity balance
- Drive matters more than ego
- Strategic prioritisation over reactive working



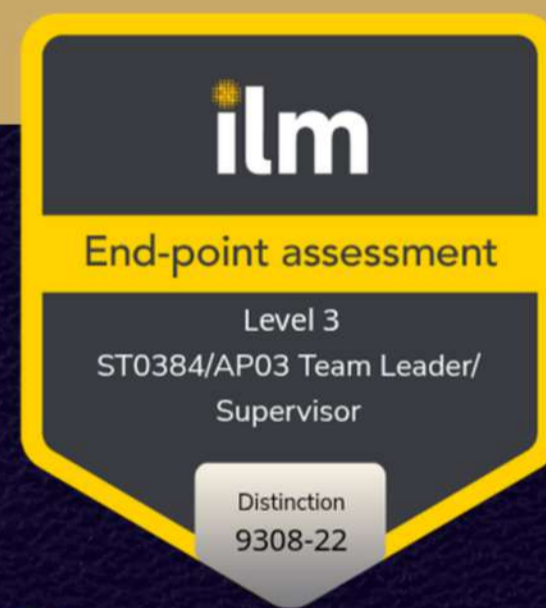
# CONTINUOUS GROWTH

**Continuous development across leadership, strategy and modern marketing**

**ILM Level 3 Team Leader / Supervisor**

**Ongoing development in:**

- AI workflows
- Brand strategy
- Leadership
- Marketing performance
- Audience psychology



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# CHRIS DALE

## BUILDING CONNECTED BRANDS

I'm passionate about creating **emotionally recognisable brands, aligned teams** and **marketing ecosystems** where creativity and performance strengthen each other.

**BRAND • STRATEGY • PERFORMANCE • LEADERSHIP**