Chris Dale

THE SKILLS BEHIND THE STRATEGY

Brand strategy, campaign leadership, creative direction and performance marketing

SWIPE TO FIND OUT



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BRAND STRATEGY

Building emotionally recognisable brands through positioning, clarity and consistency.

- Brand positioning and messaging
- Brand transformation and evolution
- Visual identity direction
- Cross-channel consistency
- Brand architecture and alignment
- Audience-focused storytelling
- Internal and external brand communication

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PERFORMANCE & INSIGHT

Turning insight into measurable marketing growth.

- Performance optimisation and reporting
- HubSpot, CRM and analytics platforms
- WordPress website redevelopment and CMS management
- Data-led campaign refinement
- SEO and digital visibility optimisation
- KPI tracking and audience insight
- Lead generation and campaign analysis

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BRAND & CAMPAIGN LEADERSHIP

Leading integrated campaigns, events and strategic brand delivery.

- Integrated campaign strategy
- End-to-end large-scale event leadership and delivery
- Stakeholder and vendor management
- Budget and project management
- Cross-functional team collaboration
- Campaign planning and execution
- Commercial and audience-focused delivery

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CREATIVE & DIGITAL

Translating ideas into engaging digital and brand experiences.

- Adobe Creative Suite
- Website and CMS management
- Social and content platforms
- AI-supported workflows and ideation
- Creative briefing and direction
- Digital asset creation and management
- Content planning and campaign support

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ACHIEVEMENTS

Delivering measurable brand growth through strategy, campaigns and audience engagement.

- **Award-recognised Enterprise Summit leadership**
  Delivered CRN Highly Commended European brand event engaging 100+ senior decision makers and 30+ vendors
- **Hammer rebrand lead**
  Strengthened positioning, consistency and market perception across multiple brand touchpoints
- **6000%+ social engagement growth**
  Through targeted campaigns, content strategy and audience-focused marketing
- **Scalable marketing frameworks**
  Built campaign and content systems supporting brand growth and lead generation

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ACHIEVEMENTS

- **Spafax website redevelopment**
  Modernised digital experience and aligned brand perception with a more contemporary market position
- **The Post Box brand development**
  Helped shape brand identity, customer experience and social presence for a growing hospitality venue
- **Tea Bar rebrand**
  Refined positioning, visual identity and customer-facing brand consistency
- **men-ü ecommerce and digital growth**
  Supported ecommerce growth, digital visibility and online customer engagement