

DALE WOLBRINK (she/her)

Marketing & Communications Professional

508.847.0565
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Creative and results-oriented integrated marketing leader with over 25 years of experience leveraging a diverse skill set encompassing traditional advertising, digital marketing, branding, content development and public relations to develop and execute comprehensive marketing strategies that drive brand awareness, engage target audiences, and deliver measurable results. As collaborative leader adept at fostering cross-functional partnerships, I deliver integrated marketing solutions. I am seeking an opportunity to apply my strategic mindset and creative flair to develop innovative campaigns that deliver on organizational goals.

AREAS OF EXPERTISE

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| <input type="checkbox"/> <i>Brand Management</i> | <input type="checkbox"/> <i>Media Relations</i> | <input type="checkbox"/> <i>Social Media</i> |
| <input type="checkbox"/> <i>Content Creation</i> | <input type="checkbox"/> <i>Project Management</i> | <input type="checkbox"/> <i>Strategic Planning</i> |
| <input type="checkbox"/> <i>Marketing</i> | <input type="checkbox"/> <i>Public Relations</i> | <input type="checkbox"/> <i>Team Leadership</i> |

PROFESSIONAL EXPERIENCE

Senior Director, Public Relations & Integrated Marketing

January 2021 – March 2024

The Florida Aquarium – Tampa, FL

Oversaw all marketing and external communications of one of the nation's leading conservation-based aquariums in the growing Tampa Bay region with the dual focus of building revenue and brand equity.

- Led the development of a comprehensive annual content strategy - including website, social media, and public relations- that resulted in achievement of departmental SMART goals.
- Earned media performance consistently secured local, regional, and national coverage, from digital platforms, newspapers, local TV, and across major networks, resulting in millions in advertising value equivalent.
- Managed a MarComm department of six (6) responsible for execution of advertising, digital content, public relations, social media, leisure sales, and special events.
- Oversight of a \$1.7-million marketing budget including a \$7.5K annual advertising plan that included display, social, CTV, audio, and search. Digital campaigns consistently realized 3%-5% increase in conversions.
- Responsible for supporting three (3) consecutive fiscal years with exponential growth in attendance revenue, including the achievement of a corporate single-year milestone of 1M visitors.

Mystic Aquarium – Mystic, CT

Served in a management capacity within the external relations department to manage the public image of a renowned aquarium with the ultimate goal of executing a strategic marketing and public relations plan that positioned the organization as an industry leader and strong community partner.

- Managed a MarComm department of three (3) including the public relations coordinator, social media, and special event managers.
- Consistently secured local, regional and national coverage- from local newspapers and TV to major networks, NY Times, People, NatGeo, and others.
- Guided strategy and content with the social media manager for a multi-channel campaign to increase engagement by over 5% annually.
- Directed all member communications including direct mail and digital.
- Served as the liaison with all internal clients to help ensure departmental and fundraising goals were met by employing all applicable marketing channels.

Public Relations Manager**February 2012-September 2014**

Foxwoods Resort Casino – Mashantucket, CT

Supported the internal clients of a multi-billion dollar organization through PR initiatives. Built brand excitement using both traditional and non-traditional PR strategies to engage media while bolstering sales for entertainment, food & beverage and hotel operations with earned media.

- Developed and implemented comprehensive PR plans, campaigns and initiatives to promote the casino's brand.
- Prepared press releases, media advisories, media kits, and other promotional materials and secured media coverage through interviews, press releases and other tactics.
- Established and cultivated relationships with key stakeholders, media partners and journalists.
- Organized press events and other media activities. E.g. Chefs of James Beard, Barclay's Center activation
- Liaised with non-profit organizations receiving company sponsorship and supported with media relations, fundraising campaigns and charity events.

PROFESSIONAL ORGANIZATIONS

- Former Member – Association of Zoos & Aquariums' Marketing Committee
- Former Executive Board Member-Greater Mystic Chamber of Commerce
- Former Board Member – ALS Family Foundation

EDUCATION

Bachelor of Science in Business Administration, Bryant University, Smithfield RI

CORE COMPETENCES

- | | | |
|--|--|---------------------------------------|
| <input type="checkbox"/> Flexibility | <input type="checkbox"/> Problem-Solving | <input type="checkbox"/> Adaptability |
| <input type="checkbox"/> Communication | <input type="checkbox"/> Teamwork | <input type="checkbox"/> Motivation |
| <input type="checkbox"/> Time Management | <input type="checkbox"/> Responsibility | <input type="checkbox"/> Integrity |