
DALE POWER

Wayne, PA 19087 ♦ (610) 585-6567 ♦ dale@bigshoesmarketing.com

PROFESSIONAL SUMMARY

Creative entrepreneur bringing 20+ years of brand agency experience and leadership with demonstrated record of accomplishment in strategic planning, building memorable brands, increasing profits, identifying opportunities and delivering exceptional customer experience to the luxury market.

ACCOMPLISHMENTS

- Built successful brand consultancy over 22 years. Produced sustained performance annually
- Developed sales process, negotiation, and business skills to secure long-lasting engagements
- Developed the Big Shoes brand as well as those for clients (see attachment)
- Developed and managed a high-performance team that worked seamlessly
- Developed client process starting with the research for a marketing plan before all else
- Won multiple awards for clients
- Tripled the attendance at Philadelphia Annual IDA Conference
- Created, researched, wrote and published: Learning Problems: Where to Find Help for Woodlynde School raising application rate by 300%
- Co-Founded Specialists of Schools Association

SKILLS

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|----------------------|-----------------------|
| • Strategic Planning | • Team Leadership |
| • Marketing Plans | • Client Acquisition |
| • Branding | • Client Interface |
| • Copywriting | • Customer Experience |

WORK HISTORY

President, 04/2001 to Current

Big Shoes Marketing – Wayne, United States

- Created Big Shoes Marketing Consultancy to assist clients in building and expressing their brilliance in their marketplace. Most recent client grew from \$4M -\$11M in revenue in 5 years.
- Built team of five + 1099's to deliver services in Branding, Graphic Design, Social Media, SEO, Programming, etc.
- Effective at client acquisition using consultative selling techniques.
- Achieved on-budget and on-time project management to adhere to project goals.
- Developed branding classes for small business start-ups.

- Attracted awards for clients including: SBA, Houzz, Painting Contractors of America, Small Business Association, Main Line Chamber of Commerce, etc..
- Built strong networks for clients to expand opportunities
- Attended trade shows and client meetings, promoting company brand and improving presentation rapport with prospects and partners.
- Developed, maintained, and operated company's web presence, developing original text and image content for company website and designing HTML and email promotions.

Outreach Director, 04/1992 to 06/1998

Woodlynde School – Wayne, PA

- Created, researched, interviewed, and executed the writing of a resource book to build awareness of Woodlynde School that had 300 places but only 88 students. Book increased applicant pool by 300% for ten years. Sold over 3,000 copies.
- Executed PR for book resulting in including a 3-page color spread in Philadelphia Inquirer with photos, various TV interviews and articles in local papers, cable shows, radio and TV.
- Developed speaker program to educate other schools, parents and professionals about learning differences. First event attracted 900 attendees from the entire Delaware Valley, putting Woodlynde on the map.
- Co-founded SOS (The Specialists of Schools Association) for the specialists who work with (sometimes the same children but don't always know it) for cross-fertilization of ideas and expertise. Members were psychologists, psychiatrists, occupational therapists, audiologists, tutors, reading specialists, etc.
- Co-wrote Link to Learn Grant (State of PA, the only independent school to receive a \$120K grant for hardware and software. This public/private partnership, extended contacts and visibility throughout the area.

EDUCATION

Bachelor of Arts: Psychology

Villanova University - Villanova, PA

Outward Bound 1998

ADDITIONAL INFORMATION

Hobbies:

Walking, reading, biking, traveling, encouragement

Marketing Committee, Surrey Services

Strategic Planning, St. Davids Church

HONORS

One of four Presidents nationwide to participate in 21st Century Planning for IDA

National Painting Contractors Award for Best Marketing