

Dale H. Francis, Jr.

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Marketing & Operations Leader | Cross-Functional Execution | AI-Enabled Workflows | Executive Reporting

PROFESSIONAL SUMMARY

Marketing and operations leader with 20+ years of experience driving high-impact initiatives across enterprise marketing, partner ecosystems, global web platforms, and executive reporting. Proven record of delivering measurable results — \$7.3M in attributed value, 213M+ ad impressions, 6.6M+ conversions — through integrated campaigns, disciplined execution, and operational rigor in fast-moving environments.

Consistently operating at Director scope across budget ownership (\$500K+ quarterly), team leadership, cross-functional program management, and C-suite reporting — including through a post-pandemic market that compressed titles industry-wide. Active user of AI/LLM tools since August 2022 for research, synthesis, content development, and workflow acceleration. Certified Asana Workflow Specialist and Ambassador.

CORE COMPETENCIES

- Cross-Functional Program Leadership and Execution
- Integrated Campaign Planning — Digital, Print, and Events
- Executive Reporting, Dashboards, and Performance Analysis
- Partner and Ecosystem Collaboration (NVIDIA, major brands)
- Marketing Operations, Workflow Optimization, and Intake Systems
- Analytics, Attribution, UTM Strategy, and Funnel Tracking
- Sales Support Assets, Messaging Frameworks, and Content Systems
- Global E-Commerce and Web Operations (B2C and B2B2C)
- AI-Assisted Research, Synthesis, and Process Acceleration
- Team Leadership, Mentorship, and Talent Development

PROFESSIONAL EXPERIENCE

Manager, Marketing & Creative

PNY Technologies, Inc. | Parsippany, NJ (Remote) | Jun 2021 – Present

Director-scope role — \$500K+ quarterly budget | Cross-functional team | C-suite reporting | Global operations

Selected Impact

- Drove 213M+ ad impressions and 6.6M+ conversions, contributing to \$7.3M in attributed value — one of the strongest performance cycles in company history.
- Reduced ad spend by \$463K while simultaneously expanding global user growth: U.S. +61%, France +21.5%, Canada +29.7%, Germany +30.4%, U.K. +7.2%.
- Grew organic reach +27% YoY, including a +181% lift in organic video — a direct result of structured content strategy and cross-team execution discipline.
- Oversee a \$500K+ quarterly marketing budget with full accountability for planning, allocation, and performance against business objectives.

Scope & Responsibilities

- Lead integrated marketing execution across national and international initiatives — aligning campaign messaging, creative outputs, and timelines across internal teams and external stakeholders.
- Collaborate directly with NVIDIA Marketing and Sales teams on co-branded campaigns, event activations, and segment-specific assets across AI, AEC, M&E, healthcare, finance, technology, and manufacturing.
- Oversee global e-commerce and web operations across U.S., EU, and APAC regions — product content workflows, landing page development, and accessibility compliance.
- Build executive-ready reporting (weekly through annual) tracking marketing performance, pipeline contribution signals, and operational priorities for leadership visibility and decision support.

- Drive advertising execution across Google Display, Search, and Performance Max, and third-party programs — planning, asset readiness, and performance optimization.
- Serve as Certified Asana Workflow Specialist and Ambassador; led process improvements that improved intake clarity, reduced rework, and increased cross-team visibility.
- Manage and develop a cross-functional team spanning marketing, web, and creative disciplines — with focus on mentorship, skill growth, and consistent delivery quality.

Director, Marketing & Creative

Nine5Four, Inc. | Ft. Lauderdale, FL (Remote) | Jan 2005 – Jan 2021

- Directed integrated marketing and creative for HBO, Showtime, VH1, BET, Miami Heat, W Hotels, Embassy Suites, Gibson Guitar, and Universal Music Group — delivering high-visibility campaigns across digital and print.
- Planned and executed brand activations and promotional campaigns supporting audience growth, advertiser engagement, and revenue generation.
- Led end-to-end creative production: concept development, photography, editing and retouching, and multi-channel asset delivery.
- Developed and managed web publishing infrastructure, responsive digital experiences, and content systems to extend brand reach beyond print.
- Built e-commerce experiences and branded merchandise initiatives as a Shopify Business Partner, supporting monetization and audience conversion.
- Managed internal and freelance teams — writers, designers, photographers, videographers — ensuring consistent output, timelines, and quality standards.

Senior Manager, Marketing & Web

Cybertrack Marketing / Legal Mindset Media | Delray Beach, FL | Aug 2008 – Aug 2018 (concurrent)

- Directed creation and deployment of 5,000+ SEO-optimized websites for legal, medical, and small business clients nationwide — improving search visibility and lead capture performance at scale.
- Oversaw conversion-driven landing page development and campaign execution across multiple verticals with emphasis on scalable delivery and consistent performance.
- Built and deployed custom Laravel marketing applications — referral management and inventory management — improving operational tracking and internal efficiency.
- Led integrated direct mail and digital follow-up initiatives supporting multi-touch conversion strategies.
- Managed uptime, performance, and security across 10 dedicated Linux servers supporting large-scale web and marketing operations.
- Supervised designers, developers, and copywriters delivering high-volume, conversion-focused digital experiences.

EARLIER CAREER PROGRESSION

Creative Director / Webmaster — IT Trends Catalog · Poker Pro Magazine

Directed editorial creative and brand identity across print and digital formats — layouts, advertorials, and promotional assets.

Marketing Lead / Graphic & Web Designer — e-Neighborhoods, Dominion Enterprises

Designed marketing collateral and digital assets for ReMax, Coldwell Banker, Keller Williams, GMAC Real Estate, and Homes.com.

Coordinator, International Marketing & IT — Don King Productions

Supported international boxing promotions and event execution alongside HBO, ESPN, MGM, and Hard Rock Hotels & Casino.

Designer, Graphic & Web — Certified Vacations Group

Produced digital and print materials for travel and hospitality clients; contributed to UI/UX improvements for booking experiences.

CERTIFICATIONS

- Certified Asana Workflow Specialist and Ambassador

TECHNICAL SKILLS

Marketing & Analytics: HubSpot, Google Analytics, Google Ads, Microsoft Clarity, SEO fundamentals, UTM strategy and attribution reporting

AI & Automation: ChatGPT and LLM tools (active use since Aug 2022), AI-assisted research and synthesis, workflow acceleration using structured prompts and automation frameworks

Project & Workflow: Asana (certified), reporting workflows, cross-functional intake systems, and production operations

Web & Development: WordPress, PHP, MySQL, Laravel, HTML5, CSS3, Bootstrap, Git; Joomla, Magento

Design & Media: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, Audition), Final Cut Pro, XD

Print & Experiential: Booth graphics, signage, collateral, direct mail coordination, and production support

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor's coursework in Marketing and Design — supplemented by 20+ years of hands-on professional experience across agency, in-house, and enterprise environments.