

# DALE PARKER

(802) 777-6318 | <https://daleeparker.com/> | [daleeparker@gmail.com](mailto:daleeparker@gmail.com)

## EMPLOYEE BENEFITS & MARKETING | ACCOUNT DIRECTION | PEOPLE LEADERSHIP

With over 15 years of experience in account management and leadership, I have successfully managed various facets of employee benefits, business, marketing, digital strategy, and account direction for leading SaaS providers, auto dealers and businesses across multiple verticals. I have specialized expertise in employee benefits, integrated marketing, team leadership, brand management, business analytics, change management, and strategy development. I am a visionary leader who focuses on growth, accountability, and culture, directing large teams of diverse people and products through all stages of the business lifecycle. I am passionate about identifying new market opportunities, partnering with businesses on their employee benefits offerings and creating a service experience that positively impacts and resonates with my clients and their employees. Core competencies include:

*Employee Benefits | Account Management | People & Team Leadership | Digital Strategy | Marketing Strategy | Business Operations | Branding & Messaging | Market Analysis | Creative Direction | Technical Ability | Marketing Analytics | Budgeting*

### Professional Experience

#### HICKOK & BOARDMAN HR INTELLIGENCE (AN ACRISURE PARTNER) | 2024 - Present

*Account Executive, Employee Benefits*

I am focused on partnering with my clients to consult on their employee benefit strategy & design, identifying the most robust, cost-effective plans available within their budget, and executing the implementation of these strategies seamlessly for their employees.

#### LEADVENTURE | 2023

*Director, Customer Success*

I provided leadership and direction to functional teams within LeadVenture, including Dealer Spike, Level 5 & Interact RV. These teams managed the websites, advertising, marketing and customer success for the largest, most successful and influential groups in their respective industries. I directed operational matters within the department including operational excellence, HR, recruiting, compensation, capacity planning, mentoring, coaching, business strategy, reporting/analytics, and KPI management.

#### COX AUTOMOTIVE | 2021 – 2023

*Senior Manager, Marketing Operations*

Provide leadership and direction to functional teams within Dealer Marketing Managed Services, including Automotive Marketing Platform powered by VinSolutions (AMP), VinSolutions Target Pro Plus & Esntial Marketing Automation. Direct operational matters within the department including operational excellence, HR, recruiting, compensation, capacity planning, mentoring, coaching, business strategy, reporting/analytics, and KPI management. Charged with accountability for 80+ Managers, Supervisors, Marketing Account Managers, Digital Marketing Specialists, Advertising Operations Specialists, and Contractors.

#### Key Achievements:

- Direct service teams driving the retention of \$2.6 million dollars per month in monthly reoccurring revenue.
- Built teams focused on operational efficiencies while ensuring all Dealer Software Solutions Marketing initiatives were supported and executed successfully.
- Served as a key stakeholder in collaborating with clients and internal teams in order to develop, build, and support Cox Automotive Managed Services on and off-platform opportunities inclusive of new products and systems.
- Achieved operational excellence while increasing customer sales, product performance, customer retention, and overall team efficiencies.
- Spearheaded the development of business best practices to maximize efficiencies, team member role clarity/satisfaction, and client/product performance.

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**DEALER.COM | 2014 – 2021**

*Manager, Content & Creative | Managed Services | 2019 – 2021*

Directed a team of 12 Campaign Coordinators, 4 Campaign Specialists, and 1 supervisor with 15 Campaign Specialists. Executed the creation and deployment of custom creative assets & landing pages for some of the nation's largest OEMs & dealers. Recommended digital strategy and executed the vision.

**Key Achievements:**

- Maintained accountability for the Content & Creative relationship with Subaru of New England as well as served as the first contact with everything related to Ford, Lincoln, and General Motors.
- Served as a board member on the Culture of Trust team while identifying and solutioning ways to foster a culture of trust.
- Awarded the Q4, 2020 GSD award for performance excellence.

***Program Manager | Manager, Digital Strategy | Enterprise & Major Accounts | 2018 – 2019***

Directed a team of Website Strategists, Digital Advertising Strategists, and Program Coordinators responsible for managing websites and digital advertising for AutoNation, Group 1, Hendrick Automotive Group, Lithia, and Penske Longo Toyota. Cultivated relationships with large automotive groups, OEMs, and other key partners. Served as the primary point of contact with corporate level partners. Managed the program and product roadmap in collaboration with the customer.

**Key Achievements:**

- Provided leadership to the Enterprise/Major Accounts team with focuses on people management, project management, career development, performance management, human resources support and guidance, staffing & recruiting, business growth & retention, client satisfaction & relationships, digital strategy advising & training.
- Played a key role in refining program processes to drive efficiency, analyze business value and reports on KPIs, and propose initiatives to maximize sales.
- Spearheaded key account management and business analysis initiatives.

***Digital Strategist | Senior Digital Strategist | Digital Strategist Team Lead | Enterprise & Major Accounts | 2014 – 2018***

Served as a resource for the digital strategists responsible for managing the top 61 largest automotive dealership groups in America. Drove digital marketing strategy and configuration while identifying opportunities for improvements and creating new components within digital marketing platform.

**Key Achievements:**

- Evaluated clients' website and marketing analytics monthly and provided recommendations to improve performance and results.
- Developed business relationships through relevant action planning, managing media budgets, dynamic website solutions, and strategic partnership to deliver desired marketing results.
- Advised clients on their digital marketing strategy by leveraging product expertise with the goal of increasing product utilization and total adoption level of products.

**Early Career:**

Account Executive, Employee Benefits | OneDigital | 2012 – 2013

Small Business Account Manager, Employee Benefits | Hickock & Boardman HR Intelligence | 2010 – 2012

Guest Services Manager | Holiday Inn | Intercontinental Hotels Group | 2008 – 2010

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**Education | Credentials**

Lean Six Sigma Green Belt | Cox Communications

University of Vermont | Bachelor of Science in Recreational Management & Tourism