

DALE R. SPANGLER

1861 S. Kamiah Lane; Boise, Idaho 83705
208.484.8263 dalespangler@gmail.com

- SENIOR MARKETING PROFESSIONAL -
- SENIOR CONTENT MARKETING SPECIALIST -

Professional Experience

- NOV 2015 – To Present** **DirtBuzz.com – Boise, Idaho | Offroad Motorcycle News Website**
FOUNDER AND MANAGING EDITOR
Edit, manage and create content. Launched in November of 2015, Dirt Buzz is a motorcycle lifestyle website focused specifically on the offroad racing and riding scene. The website helps promote the offroad motorcycle scene through original content including interviews, features, videos, and reviews.
- SEPT 2007 – MAR 2018** **Western Power Sports – Boise, Idaho | Powersports Wholesaler**
SENIOR CONTENT MARKETING AND MEDIA RELATIONS MANAGER
Lead content manager for seven consumer-facing and two B2B brand websites. Managed technical and creative copywriting, advertising schedules, negotiated and purchased media for consumer print and online advertising campaigns; organized photography and copy for print and online. Drafted and distributed press release materials, managed media relations correspondence, and distributed new product releases. Created and distributed B2B and consumer email marketing campaigns. Managed boosted/sponsored social media advertising campaigns.
- JULY 2006 – SEPT 2007** **Pro Moto Billet – Nampa, Idaho | Specialty Offroad MC Parts**
MARKETING MANAGER
Content management of e-commerce website. Managed marketing/advertising projects and set strategic marketing goals and objectives. Supervised production of print catalog and collateral materials and drafted new product and press releases. Created content and gathered images for print advertisements.
- JAN 2003 – JULY 2006** **Carl's Cycle Sales – Boise, Idaho | Franchise Powersports Dealer**
E-COMMERCE MANAGER
Supervised the creation of Carlscycle.com e-commerce website. Managed online sales, customer service, and content management. Managed production of the company's first 20-page performance catalog.
- JAN 1999 – JULY 2001** **Smith Optics – Ketchum, Idaho | Specialty Eyewear Brand**
MOTORSPORTS PROMOTION MANAGER
Managed motorsports athlete endorsement program and department budget. Drafted and managed the distribution of company and sponsored athlete press releases, race reports and managed media relations. Created content for motorsports news section of the website. Attended motocross and Supercross races and industry trade shows.
- AUG 1997 – NOV 1998** **Alpinestars – Asolo, Italy | Motorsports Apparel Manufacturer**
MEDIA RELATIONS MANAGER
Established and maintained relationships with worldwide powersports industry media. Used creative means to maximize product placement in magazines and on websites. Tasks included copywriting for new product and press releases and print catalogs.
- JULY 1993 – AUG 1997** **Cometic Gasket – Mentor, Ohio | Motorsports Gasket Manufacturer**
DRAFTSMAN/MARKETING COORDINATOR
Hired as a draftsman responsible for the creation of AutoCAD detail drawings of motorsports gaskets. With a minimal budget, established grassroots marketing and product endorsement programs that gained industry recognition.

Dale R. Spangler

Personal Skills

Marketing Savvy - With 20+ years of experience in brand building, production of marketing materials, and content management, I am familiar with the fundamentals of content marketing: planning, organizing, drafting, editing, posting and then promoting. From concept on through to promoting I understand the content process.

Organized - Efficient, detail-oriented time management skills. I take pride in being organized to maximize my work day and stay on course with project goals and deadlines. I use technology as a tool to maximize my efficiency but rely on work ethic for my motivation and drive.

Effective Communication - I enjoy establishing and maintaining long-term relationships. Whether it is at the individual or group level I work hard to communicate in an open, honest, prompt, and efficient manner; both online and in person.

Technical Skills

Proficient in Microsoft Office Suite (Word, Outlook, Excel, PowerPoint), Advanced Adobe Creative Suite skills including Photoshop CC, Acrobat Pro, and Bridge. Advanced familiarity with Content Management Systems (CMS) as well as Constant Contact and Mail Chimp email marketing platforms. Other skills include Snag-it and Apple iMovie.

Education

Bachelor of Arts, English – Technical Communication Emphasis **GPA of 3.90**
Boise State University, Boise, Idaho (May 2007) **Magna Cum Laude**

Areas of study included: principles of document design, technical editing, online help systems, online document production, web design principles, and desktop publishing.

Associate Degree, Applied Drafting Technology
ETI College, Cleveland, Ohio (January 1993)
Double major, architectural and mechanical disciplines

Internship Experience

Jan/Feb 2007 **Cougar Mountain Software, Boise, Idaho**
DOCUMENTATION INTERN

Drafted Denali product line Third Party Enhancement Product Guide. This involved content drafts, editing, and implementation of a final PDF file to be distributed in CD form with current software. The project was created using Adobe FrameMaker.

Fall 2006 **Ahsahta Press, Boise, Idaho**
WEB DEVELOPMENT INTERN

Creative copywriting for redesign of Ahsahta Press website. Duties included creating roughly 75 new web pages, research and drafting of new author bios, and updated images and text for each web page.

Dale R. Spangler

Honors and Awards

- Guest Speaker: Marketing with LinkedIn, Boise LinkedIn Live Event, November 2013
- Magna Cum Laude Honors Graduate
- 2007 President's Writing Awards: Second Place, Technical Writing Category
- 2007 Eugene and Lois Chaffee English Scholarship Award recipient
- 2006 Ruth Ewy Scholarship Award recipient
- Dean's List every semester
- Sigma Tau Delta National English Honor Society
- Honorary member of Phi Kappa Phi National Honor Society

LinkedIn Profile:

For more information, including work samples, please visit my LinkedIn Profile:

<http://www.linkedin.com/in/dalespangler>



For more information about DirtBuzz.com, and to view its original content, visit:

<http://www.dirtbuzz.com/>

