

Dennis Dailey
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Overview

15+ years marketing success with increasing management responsibility.
Extensive cross-channel, integrated media planning and buying knowledge.
Superior creative skills including development, execution and management.
Direct-response Customer Acquisition and Lead Generation expertise.
Communication panache including PR, Collateral, Events and more.
Entrepreneurial spirit! Business Acumen Plus! Awesome Rolodex!

Professional Experience

Our Free Help, Inc.

Boca Raton, Florida

August 2008 -- Present

Empowering local, regional and national charities by providing free tools for leveraging the power and community of the Internet to more readily achieve unprecedented fundraising success

Founder and Chief Executive Officer

Implements the strategic goals and objectives of the operation. Provides direction and leadership toward the achievement of the companies philosophy, mission and strategy.

World Avenue

(d/b/a TheUseful)

\$300MM+ Annual Revenue; 175 Employees

Sunrise, FL

April 2004 – August 2008

Performance-based Internet marketing company exploits incentivized promotion path model and media arbitrage for online customer acquisition and high volume lead generation.

Director, Business Development

Leads online and offline cross-channel media buying and creative development.
Leads new advertiser sales, offer incubation, marketing and corporate communications.

Director, Corporate Communications

Developed launch creative strategy, initial online presence, related collateral, marketing events and public relations.

Creative Services Manager

Produced creative processes; managed graphic arts staff and outsourcing.

webHorse Digital Media

December 2001 – April 2004

Boca Raton, Florida

Approx. \$1.5MM Annual Revenue; 10 Employees

Start-up website design and Internet development agency, specializing in Real Estate market.

Primary client base: REBNY

Vice President, Business Development & Creative Services

Managed Internet design/development while garnering roster of more than 50 new clients.

Built and led creative services team; Managed Sales, Marketing and Promotion.

News Bureau

August 1997 – November 2001

Boca Raton, Florida

\$18MM+ Annual Revenue; 27 Employees

Television production and video news release agency focused on In-Flight Entertainment. Key clients: AOL, British Airways, CASIO, Delta Air Lines, IBM, Kodak, Microsoft, Ricoh, SONY, United Airlines.

Executive Producer

Developed / maintained worldwide network of production professionals.

Managed all clients & vendors.

Creative Services Director

Developed launch creative strategy

Worldwide Target Demographic Television

May 1991 – August 1997

Deerfield Beach, Florida

\$60MM+ Annual Revenue; 95 Employees

Producer of sponsored magazine-style cable network television programming.

Group Vice President, Lifestyle

Led program development, network and advertiser relations, and ongoing production services.

Produced *Modern Cuisine* starring Robin Leach and *Big Boys Toys* with Johnny Bench, plus a variety of network specials.

Senior Producer, Health & Consumer Electronics Programming

Managed advertiser relations and production services for *Healthy Living* with Dr. Joyce Brothers and *Sights & Sounds* for The Discovery Channel.

Account Executive / Producer

Consistently surpassed sales and production objectives.

Education

University of Kentucky

Lexington, Kentucky

September 1982 – May 1986

Bachelor of Arts in Communications

Double Major >> Advertising & Journalism

Double Minor >> Public Relations & Television Production

References Follow

Selected Recommendations from LinkedIn

“I have had the pleasure of doing business with Dennis. He is on the ball, knows what his clients want, doesn't waste your time, is very attentive to detail and delivers results. He has the creativity, experience and finesse to skillfully execute cross-media promotions flawlessly... one of the top minds in marketing...”

Len Emmick SVP Sales, Air2Web
hired Dennis as a Business Consultant in 2007

“Dennis has a keen eye for business deals and the skill to put together individuals who develop solid business relationships. I am impressed with his dedication and commitment and consider him a valued business partner.”

Rhonda Irizarry, *Director of Marketing and Sales/Owner, Infinite Web Solution*
was with another company when working with Dennis at TheUseful

“Dennis is an action-oriented, conscientious professional with strong follow up skills. He has an energetic and enthusiastic approach to his work.”

Jim Barbagallo, *Managing Director/Partner, Porter Novelli*
was with another company when working with Dennis at TheUseful

“Dennis is very passionate about the online industry and the products at TheUseful and has a driving ambition to serve his colleagues and customers to the best of his ability.”

Paul Beckley, *Show Director, ad:tech Exposition*
was a consultant or contractor to Dennis at TheUseful

“Dennis goes all out for his colleagues, clients and his company. He understands the business and knows how to get right to the heart of the customers' needs to close the deal. No matter what task he is given, he attacks it with gusto and always displays a positive outlook.”

Rori Baron, SPHR, *HR Director, World Avenue (aka The Useful)*
managed Dennis indirectly at TheUseful

“Dennis is a very dynamic person. He was one of the first people I worked with at World Avenue. He was very kind and supportive. Dennis is detail oriented and creative. I have seen Dennis work with senior management, delivering well thought out and precise presentations. Dennis is an asset.”

Yvonne Campbell, PMP, *Sr. Project Manager, WorldAvenue (formally Niutech, LLC)*
worked with Dennis at TheUseful