

Category A3: Linda Sue Dingel, Bonnier Corporation Dive Group

Location: Delray Beach, FL USA

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RESUME

SUMMARY OF QUALIFICATIONS:

- Outstanding skill set record of creating, initiating, communicating, organizing, executing and managing multi-level platforms including: Education, Travel, Sales, Consulting, Event Planning, Media, Advertising, Design, & Production
- Amicable, highly organized, thorough, and detail oriented
- Extremely reputable with clients and colleagues

EXPERIENCE:

Bonnier Corporation, Winter Park, FL

2006 to Present: Advertising Sales Territory Manager, Dive & Travel Group Magazines +

Responsibilities: Create, Advise, Implement, and Manage Advertising Strategies from a Business, Sales & Technical aspect utilizing Print, Online, Mobile, Custom Digital & Social Media Platforms

Territories: Caribbean, Latin America, Mexico, Micronesia, Southeast Asia, Japan, Travel Specialists & Scuba Equipment Manufacturers

- Developed non-existent territories into repeat business in over 10+ new destinations
- Grew territory business into 9 additional magazine print titles
- Integrated new digital business into 6 additional websites, e-newsletters, video production, custom content, mobile app platforms & social media

Dive N' Surf Inc. / Body Glove Int., Redondo Beach, CA

1999-2006: Managing Director of Scuba Operations

- Managed Staff and Annual Class Schedules (95+annually), Dive Group Travel: Local & Abroad
- Developed and Evaluated 36+ PADI Instructional Staff Members
- Initiated, Installed & Reorganized Dive Club of 300+ Members
- Community, Environmental & Public Events Liaison supporting Dive Center

Downey Unified School District, Downey, CA

1991-1997: Bilingual Elementary Kindergarten Teacher, California Teacher's Union Liaison

**FORMAL PROFESSIONAL
EDUCATION:**

Western Michigan University
B.A., Elementary Education
Cum Laude, 1989

SCUBA DIVING CREDENTIALS:

PADI Course Director
2005 to Present
DAN Instructor Trainer
2005 to Present

DEMA Show Committee Member, Current WDHOFF Associate Member; Active Local Beach Diver (California & Florida); Dive N' Surf Dive Team Member in Redondo Beach, CA; Underwater Photographer & Videographer; 1st Female American to dive Baja Mexico's 1st Purpose Sunken Shipwreck: URIBE 121; Speaks Spanish & American Sign-Language; World Adventure Traveler; Click to View YouTube Channel diving history library:

<https://www.youtube.com/channel/UCp2Kp54KuwaHpg4aS84y4Tg>

POSITION STATEMENT

A major issue facing the Dive Industry today is how to increase the number of new customers (certified divers) entering into the sport.

This issue is not something one person or business can accomplish on their own. As they say, "it takes a village". To ensure success, everyone currently operating within the dive industry needs to be doing everything they can, to the best of their abilities, to acquire new business.

As a team member at Bonnier, who represents multiple enthusiast sports across more than 30 active lifestyle brands, every year we have access to an audience of millions of people who fit the diver profile. They are active, adventurous, affluent and passionate -- all traits that make them great targets to become a certified diver. We are utilizing a website targeted to attract Future Divers: www.scubadivingintro.com Bonnier supports an internal marketing campaign targeted to our non-diving audience delivering a wide variety of messages to provide awareness and encouragement to experience the underwater environment as a scuba diver. Conversion rates are proving to be successful, and thus the campaign will grow with increased partnerships to reach people outside the dive industry who are potential candidates awaiting to be newly certified divers.

As a Bonnier Team Member and a DEMA Board Member, I will work to provide support for the DEMA Board's Go Dive Now program in conjunction with Bonnier's efforts and beyond to ensure the success for everyone in our village.