



**FOR IMMEDIATE RELEASE**

## **Black Oak Creative Names Emily Dale as Director of Content & Strategy**

**Winter Haven, FL (February 2, 2026)**—Black Oak Creative, the award-winning brand and content agency known for redefining storytelling in the marine and lifestyle markets, has named Emily Dale Director of Content & Strategy.

In her five years at Black Oak Creative, Dale has played a central role in shaping the agency’s strategic approach to content, aligning creative execution with business objectives across brand, product, and performance-driven initiatives. Her work has helped define how the agency builds systems—not just campaigns—for brands operating in highly competitive markets.

“Emily sees the whole picture. She has an unmatched ability to connect the dots between strategy and creative,” said Steve Bates, founder of Black Oak Creative. “She’s helped define our voice and our process, and she raises the bar for every project that moves through our agency.” Dale’s background spans brand-side marketing, media, and agency leadership, giving her a comprehensive understanding of the marine space, how content functions across channels, and what it takes to stand out in a crowded market.

In her new role as Director of Content & Strategy, she will oversee content strategy and lead Black Oak Creative’s growing team of creatives, producers, and strategists responsible for high-volume, high-impact deliverables for nationwide brands. As Black Oak Creative continues to expand its footprint across marine, automotive, RV, golf, and lifestyle categories, Dale’s leadership supports the agency’s focus on thoughtful strategy, efficient execution, and work that performs as well as it presents.

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### **About Black Oak Creative**

Black Oak Creative is a brand and content agency specializing in marine, automotive, and lifestyle markets. The agency provides end-to-end creative services, including photo, video, web, social, and AI-enabled content systems built to support speed, consistency, and scale. Black Oak Creative works with national brands seeking efficient, strategic storytelling without traditional agency overhead.

### **Press Contact**

Chloe Yeager  
[Chloe.Yeager@blackoakcreative.com](mailto:Chloe.Yeager@blackoakcreative.com)  
[www.blackoakcreative.com](http://www.blackoakcreative.com)

332 AVE B SW, SUITE 100

WINTER HAVEN, FL 33880

[LETSCHAT@BLACKOAKCREATIVE.COM](mailto:LETSCHAT@BLACKOAKCREATIVE.COM) | [BLACKOAKCREATIVE.COM](http://BLACKOAKCREATIVE.COM)