

# PERCIVAL W. DYER II

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## DIRECTOR OF POLICY

### Vision /Mission Development & Execution + Entrepreneurial Attitude + Risk & Crisis Management

**Forward-Thinking and Results-Driven Executive Manager** with broad-based practical experience in positions contributing procedural and process design, recruiting and training, and supervision. Adept at overseeing daily operations, leading cross-functioning teams, directing policy plans, cultivating relationships within diverse levels of management, and providing critical support to the development and implementation of government and business-related policy. Proven ability to thrive in challenging, fast-paced, and high-pressure environments.

### AREAS OF EXPERTISE

- Inter-Governmental & Legislative Relations
- Administrative & Operation Processes
- Policy & Program Advisement
- International Affairs / Political Economics
- Social Media / Marketing / Advertising
- Contracting & Negotiations
- Corporate Communications / PR
- Forecasting & Cost-Benefit Analysis
- Regulatory Procedures

### CORE COMPETENCIES

- Interpersonal and Presentation Skills
- Dynamic Team Leadership
- Strategic & Organizational Analysis
- Independent Work Ethic
- Attention to Detail
- Oral & Written Communication

### America's Green Portal | Freeport, NY

#### Director / Chief Executive Officer

Charged with defining strategic direction encompassing long-range planning, global product management, and marketing oversight. Led cross-department management while providing general oversight to all business and financial functions and processes.

- Provide executive management and recommendations to diverse clients to mitigate deficiencies and shortfalls while formulating successful alternative courses of action for complex cross cutting issues.
- Increased revenue growth by exercising adept managerial approaches to affect client operational improvements.
- Opened new marketing channels and established strategic alliances within the local community by interfacing with diverse stakeholders, community leaders, emerging professionals, and local enterprises.
- Steered collaboration with key stakeholders aiming to improve environmental initiatives, logistics, and consistent partnership activities with local authorities.
- Directed all communication regarding environmental issues, disseminating information and broadening social media exposure to implement new company marketing strategies maximizing growth in the dynamic green market.

### Al Maseer Shriner Foundation | Amityville, NY

#### President

Charged with the design and maintenance of the organization's infrastructure and operations and managing the distribution of all charitable contributions.

- Led the successful application for a 501c3 certification, opening additional marketing potential.
- Implemented an annual New York City harbor boat cruise as a fundraiser that capitalized more than 30 college scholarships in the initial year.

### Asia-Pacific Economic Cooperation - US Department of State | Washington, DC

#### APEC Coordinator

Managed change request analysis and coordination of diverse government efforts; allocated essential resources to ensure implementation and completion of objectives, goals, policies, and operating procedures. Collaborated with budget management officials to prioritize proposals and oversee promotion of free trade within the affected countries. Tracked and analyzed legislation to develop recommendations to the President's staff about potential policy changes.

- Partnered directly with government advisors, the United States Secretary of State, and the President to execute initiatives advancing American economic and political interests within the Asia Pacific region.
- Directly assisted with the U.S. Department of State desk officers for Japan, Australia, New Zealand, and the Pacific Islands with composing, editing, and transposing essential protocol papers and documentation.
- Led project teams with instituting process improvements, while assisting government leaders with implementing new policy ideas and streamlining problem-solving techniques.
- Spearheaded efforts on employing corrective action to terrorist attacks and future national threats directly after the 9/11 terrorist attacks.

### Office of Science and Technology Policy - US Government-White House | Washington, DC

#### Security Guard Captain

Administered daily duties of a 20-person force in ensuring compliance with legal directives to maintain the organization's stability and reputation. Evaluated situations, recorded all observed irregularities, communicated policy and procedure to violators, and initiated restraint when necessary.

- Minimized potential threats to personnel while overseeing preparation of residence for the Australian consulate by guiding implementation of bomb-threat training exercises.
- Successfully delegated the safeguarding of assets, securing personnel, and maintenance of all divisions.

### Ancient Egyptian Arabic Order Noble Mystic Shrine Prince Hall Foundation | Memphis, TN

#### Director of Marketing

Oversee multifaceted event marketing, event consulting, and media relations. Operated as digital strategist streamlining projects and policies that boosted performance and efficiency.

- Established social media campaigns to achieve maximum exposure for multiple branding and logo identities while introducing organizational standards.
- 10% increase in social media activity achieved by initiating market research studies, studying emerging trends, market forecasting and streamlining technology.
- Facilitated a series of strategic planning sessions articulating vision, brand architecture, and company positioning.

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## EDUCATION

**PH.D. in Political Science**, Howard University (*in process*)

**Master of Arts in International Studies**, Morgan State University

**Bachelor of Arts in Music**, York College