

# DANTÉ VALOR

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## CHIEF MARKETING OFFICER

Multi-brand portfolio CMO. Scaled Challenge Mini Golf Inc. from \$2M to eight-figure annual revenue in 3 years, building the brand, performance, and customer engines from zero. 300K+ owned audience. 7x blended ROAS. Inbound from Shark Tank. Featured on ESPN. Dual master's in Marketing and Public Relations, University of Denver.

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## PROFESSIONAL EXPERIENCE

CHALLENGE MINI GOLF INC. (PARTEE SHACK | BATTLE & BIRDIE) — Raleigh, NC 2025-Present  
**Chief Marketing Officer**

- Scaled the Challenge Mini Golf Inc. portfolio from \$2M to \$12M in annual revenue
- Authored "One Flagship Per City" brand and portfolio doctrine, consolidating the ParTee Shack footprint and architecting the forthcoming Charleston, SC flagship
- Led product strategy pivot at Battle & Birdie from a planned second laser tag arena to a curated arcade and expanded seating concept, sharpening adult-leaning nightlife positioning and increasing dwell time and per-cap revenue potential.
- Architected and launched Battle & Birdie, generating \$500K+ in revenue within the first 45 days and scaling to 80,000+ social media following
- Spearheaded membership program, generating \$150k+ MRR
- Expanded the ParTee Shack footprint from 1 to 3 operating locations
- Built a proprietary customer database of 150,000+ contacts through POS integration, generating \$800K+ in SMS and email attributable revenue
- Secured primary sponsorship of NASCAR Late Model Stock driver, extending brand reach into motorsports audiences across the Southeast
- Led cross-functional team of 7 across brand, performance marketing, creative, content production, and sales
- Created a performance marketing function achieving 7x blended ROAS, enabling disciplined reinvestment into brand, content, and expansion

**Marketing Director** 2023-2025

- Scaled ParTee Shack from regional novelty to one of North Carolina's most recognized entertainment brands, growing social audience 125x (1,600 to 200,000+) and generating inbound interest from Shark Tank and ESPN
- Negotiated and executed 6 partnerships with professional sports properties across the Carolinas, driving measurable group sales and new customer acquisition
- Led the company's brand refresh, originating the brand identity, voice, and visual system that established ParTee Shack as a regional category leader

VINTAGE THEATRE — Aurora, CO 2021-2023  
**Marketing Director**

- Repositioned brand identity and launched first-ever digital marketing program, reversing a multi-year revenue decline
  - Grew season subscriber base by 14% and single-ticket buyer base by 31%, rebuilding the organization's audience pipeline after pandemic disruption
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## EDUCATION

UNIVERSITY OF DENVER — Denver, CO  
M.S. Public Relations | M.S. Marketing | B.S. Finance