

# Halle Sinnott

(336) 549-3315 | hallesinnott@gmail.com | linkedin.com/in/hallesinnott

## EDUCATION

### University of North Carolina at Chapel Hill

*B.A. Journalism & Mass Communication - Advertising*  
*Double Major: Psychology*

### Virginia Commonwealth University - Brandcenter

*M.S. Business - Creative Brand Management*  
*Palmer Farley Memorial Scholarship Recipient*

## EXPERIENCE

### McKESSON

January 2023 - Present

#### Senior Manager - Brand Strategy & Content

- Core member of a six-person team leading the brand work for the McKesson Medical-Surgical stand alone company including leading the work with agency partner and building out toolkits for brand adoption across the organization
- Leads enterprise brand and content strategy, shaping how McKesson Medical-Surgical communicates value to customers (value prop development), partners and industry stakeholders
- Leads brand equity tracking with the insights team, translating research into campaign updates and actionable strategy; leverage insights, competitive analysis, and performance data to drive growth and differentiation
- Achieved a 78.6% reduction in annual spend by streamlining content operations and renegotiating vendor contracts; delivered \$200K in refunds through audit improvements
- Co-led a \$400k+ website refresh initiative across 11 departments, enhancing UX, SEO, and brand messaging
- Serving on board of Women Empowered employee resource group as Communication Co-Lead

### CARLOTZ

July 2021 - January 2023

#### Senior Brand Strategist

- Led integrated campaign initiatives across OOH, digital, TV, social, and radio across 3 agency partners with a \$5M media budget resulting in a lead increase of 147% against the control market
- Directed qualitative and quantitative research both internally and with external agency partners to understand the voice of the customer and to influence future business decisions
- Responsible for creating social media and content strategy and localized market strategy spanning 22 markets

### HASBRO

Summer 2019, May 2020 - July 2021

#### Associate Brand Manager, Global Brand Team - G.I. Joe & Transformers

#### MBA Intern, Global Brand Team - furReal

- Managed global brand development and go-to-market strategy for 150+ SKUs over three-year cycle Launched the #1 pre-order product during two multi-brand digital events with 15,000+ live viewers
- Aligned entertainment and product launch strategy with Paramount during pandemic-driven film delay
- Analyzed customer data to reposition segments and optimize shelf presence
- Led brand and consumer research initiatives that led to product innovation

### LA COLOMBE COFFEE ROASTERS

October 2019 - April 2020

#### Brand Strategy Consultant

- Developed launch strategy for new RTD product by leading consumer research, testing, and go-to-market positioning

### THE VARIABLE

September 2017 - May 2018

#### New Business Manager

- Won \$500K in new business within 6 months and tripled pitch volume through strategic targeting and storytelling

### THREE SHIPS

January 2015 - September 2017

#### Account Manager ← Account Coordinator ← Account Intern

- Led advertising and launch campaigns for 15+ clients in eCommerce and digital health