

Halle Sinnott

Brand Strategist

CONTACT:

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EDUCATION

VCU Brandcenter, 2020
Richmond, VA
M.S. Business/Branding
Creative Brand Management

The University of North Carolina, 2015
Chapel Hill, NC
B.A. Journalism and Mass Communication
Concentration: Advertising
Double Major: Psychology

SKILLS

Adobe Creative Suite
Competitive Analysis
Business Model Canvas
Brand Positioning
Quantitative & Qualitative Research

RELATED COURSEWORK

Strategic Thinking
Brand Design
Brand Analytics
Business of Branding

ASK ME ABOUT

...when I won a gold medal in an ice-skating
competition when I was 7.

...what states I haven't been to and where I'm
going next.

...the best memories from working as
a photojournalist.

PROFESSIONAL EXPERIENCE

The Variable, Winston-Salem, NC, September 2017–May 2018
New Business Manager

- Managed new business acquisition efforts and lead generation
- Created company relationships with search consultants and increased participation by 300%
- Developed Requests for Information (RFIs) and Requests for Proposals (RFPs) for new business pitches
- Built landing pages specifically designed for new business outreach by target industries

CRISP, Raleigh, NC, January 2015–June 2017
Project/Production Manager, 6 months

- Assessed project and resource requirements, organized internal and external creative workflow to meet client standards resulting in capacity planning for the agency
- Planned production and managed outsourcing of projects during high demand
- Estimated, negotiated, and agreed to project timelines with client managers

Account Manager, 11 months

- Served as a brand strategist for 10 accounts in education, healthcare, publishing, and social media influencer industries
- Reported on and recommended PPC, Display and social media campaign initiatives based on business goals, resulting in 300% growth on Facebook and LinkedIn

Account Coordinator, 10 months
Client Services Intern, 5 months

Rivers Agency, Chapel Hill, NC, May 2014–January 2015
Public Relations/Social Media Intern

- Developed Google AdWords and social media campaigns for clients, increased customer impressions and brand awareness by 200%

VOLUNTEER EXPERIENCE

Girls on The Run of The Triangle, Durham, NC February 2015–July 2017
Marketing Committee

- Produced social media content and event promotion strategy for the local Girls on the Run chapter, which has increased Facebook page likes by 2,000 and post engagement by 60%