

halle sinnott

Contact

336-549-3315
www.halle-sinnott.com
hallesinnott@gmail.com
linkedin.com/in/hallesinnott

Education

VCU Brandcenter, 2020

Richmond, VA
M.S. Business/Branding
Concentration: Creative Brand Management
Palmer Farley Memorial Scholarship Recipient

The University of North Carolina, 2015

Chapel Hill, NC
B.A. Journalism and Mass Communication
Concentration: Advertising
Double Major: Psychology

Ask Me About...

...my best memories from working as a photojournalist (photographing Air Force One or sitting courtside for UNC basketball games) and how I turned that passion into a business

Experience

Hasbro | Pawtucket, RI | 2019, 2020 - Present

Associate Brand Manager, Global Brand Marketing - Action Brands

G.I. JOE, September 2020 - Present

Transformers, May 2020 - Sept 2020

Leads cross-functional teams through brand and product initiatives for 150 products over 3 year development cycle growing 320% YOY
Reveals products through live virtual events for a global audience;
had #1 pre-order item in units sold across 2 multi-brand events
Analyzes POS data and consumer insights to position the brand for success in future product segments

MBA Marketing Intern, Global Brand Team - FurReal | Summer 2019

Led brand and consumer research initiatives that inspired new product offerings and innovation across brand for next product development cycle

La Colombe Coffee Roasters | Philadelphia, PA | 2019 - 2020

Brand Management and Strategy Consultant

Developed new product launch plan and product positioning for Draft Chocolate Milk by conducting in-depth consumer research, product testing and financial projections.

The Variable | Winston-Salem, NC | 2017 - 2018

New Business Manager

Managed new business acquisition from lead generation to pitch preparation for 3x award-winning Ad Age Small Agency of the Year, Southeast, Silver
Won \$500,000 in 6-month contract for a new account and increased pitches from search consultants by 300%

Three Ships | Raleigh, NC | 2015 - 2017

Account Manager | Account Coordinator | Client Services Intern

Served as account lead for Bill George, former Medtronic CEO and Senior Fellow at Harvard Business School. Led the launch of his top-selling business book, *Discover Your True North*.
Increased Facebook (25,000+ page likes) and LinkedIn (50,000+ followers) that led to verified status on both platforms
Led C2 Education's marketing campaigns for two years and website redesign through A/B testing to optimize for lead generation

Additional Clients include: Johnston Health, WeCounsel, Authentic Leadership Institute, Demand Signals, Liberty Hardware, LexisNexis