

Nicole Hall

Scaling Brands with Strategy, Creativity + Hands-On Execution

Battle-tested marketing mechanic with nearly 20 years of experience driving growth across B2B, business development, blue-chip franchise brands, and SaaS/e-commerce. I work where tech meets marketing, turning strategy into hands-on execution that moves the needle.

Highlights

- 20 years of proven results building and scaling brands that grow, not just look good in decks
- B2B expert skilled in full-funnel campaigns that convert cold prospects into loyal customers
- Business development background with experience selling, closing, and building lasting relationships
- Ad management veteran across Google, Meta, LinkedIn, and programmatic platforms with consistent ROI gains
- E-commerce and SaaS specialist in conversion-optimized stores and high-performing digital funnels
- Creative and analytical thinker blending AI tools, data insights, and stories that connect
- Execution-focused leader managing everything from campaign strategy to media buying and automation
- Collaborative partner who aligns marketing, sales, and dev teams to hit shared goals

EXPERIENCE

Marketing Technologist at Marketing Car

2023 – PRESENT

- Built and launched brand strategies across veterinary, therapy, and small business sectors, driving measurable growth in visibility, engagement, and client acquisition.
- Designed and executed full-funnel marketing programs that aligned sales, operations, and content with business goals, boosting campaign performance and ROI.
- Directed the creation of newsletters, ad campaigns, social media initiatives, and websites that deepened client engagement and improved retention.
- Implemented streamlined workflows and system alignment that reduced turnaround times and improved delivery consistency for marketing assets.
- Introduced AI-powered solutions across content, advertising, and client delivery, enhancing efficiency and enabling scalable results.
- Led clients through discovery, strategy, and implementation with a consultative approach that fostered long-term partnerships.
- Delivered integrated business strategies that connected marketing performance to sustainable revenue and growth.

Details

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Links

[LinkedIn Profile](#)

[Portfolio, Proof, and Skills](#)

Skills

Marketing Strategy

Digital Strategy

Brand Strategy

Chief Marketing Officer/Co-founder at OAKwave

2019 – 2023

- Founded OAKwave as a rapid-response marketing strategy firm during COVID-19, helping businesses pivot, stabilize, and uncover new growth opportunities in volatile markets.
- Created **emergency marketing frameworks** that enabled brands to quickly adapt messaging, channels, and offers to shifting consumer behavior.
- Directed a cross-functional team in the design and execution of 85+ brand and marketing strategies across diverse industries, balancing short-term agility with long-term growth.
- Built and sustained consultative partnerships as Director of Business Development, generating \$4M in annual revenue through client acquisition and retention.

Chief Marketing Strategy Officer at 3VE / Textivia

2017 – 2020

- Built and launched the Strategy Department, delivering growth frameworks and execution plans for 250+ brands, including leading a full company rebrand and organizational restructure.
- Directed integrated campaigns spanning PR, web development, and social media, blending traditional and digital approaches to maximize visibility and impact.
- Developed tailored strategies that solved client challenges while providing clear execution roadmaps for internal teams, improving retention and long-term client relationships.
- Expanded business development efforts, generating \$11M in annual revenue through consultative sales and strategic growth partnerships.

Digital Marketing Director at FilterEasy

2013 – 2017

- Directed B2C e-commerce marketing strategy for a fast-scaling subscription brand, overseeing paid social, PPC, and lifecycle retention campaigns.
- Optimized acquisition funnels and retention programs that significantly increased subscriber growth and improved customer lifetime value.
- Managed multimillion-dollar marketing budgets and developed Series C investor presentations that secured major funding to support scale.
- Partnered with product and operations teams to align marketing strategy with customer experience, ensuring growth translated into sustainable retention.

Digital Marketing Manager at 919 Marketing

2011 – 2015

- Built and launched a **digital marketing service suite** that generated \$15M in annual revenue and expanded the agency's offerings.
- Designed strategies that broadened client reach and created upsell opportunities alongside traditional marketing services.
- Partnered with national brands including Valpak, Dunkin' Donuts, Great Clips, Golden Corral, Papa Murphy's, and United Way to deliver integrated marketing solutions.

EDUCATION

Bachelor of Business, Marketing & Business at University of Phoenix

Associate of Web Technologies at Wake Tech College

Marketing Implementation

Campaign Management

Content Strategy

Digital and Traditional Advertising

AI Integration in Marketing

CRM and Marketing Automation

DevOps

Content Management Systems (CMS)

React + SSGs

Marketing Analytics

Performance Marketing

Leadership & Team Development

Business Growth Strategy

Go-to-Market Strategy

Project Management

Client Management

Integrated Marketing Communications (IMC)

Brand Narrative Development

Strategic Messaging

Content Narrative Design