

Nicole Hall

Marketing Professional

Profile

Scaling Brands with Strategy, Creativity + Hands-On Execution

Battle-tested marketing mechanic with 20 years of experience driving measurable growth across B2B, business development, blue-chip franchise brands, and SaaS/e-commerce. I live at the intersection of bleeding-edge tech and effective marketing, where strategy meets sleeves-rolled-up execution. I build marketing engines that actually run, not ones that just look shiny in a deck.

Core strengths:

- Developing integrated strategies that connect brand positioning, digital performance, and creative storytelling
- Translating complex data and analytics into clear, actionable insights that drive real-world growth
- Leading cross-functional teams through end-to-end campaign execution, from concept to launch
- Building scalable content ecosystems, SEO frameworks, and paid media systems that convert
- Bridging creative vision with operational efficiency, because “big ideas” still need timelines, budgets, and results
- Partnering with executives and founders to align marketing with sales, product, and revenue goals

I’ve led teams, built frameworks, and fixed a lot of marketing engines that other people broke. Strategy is the map, creativity is the fuel, and execution is the drive.

Employment History

Marketing Technologist at Marketing Car , Raleigh

- 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.

Chief Marketing Officer/Co-founder at OAKwave

Jan 2020 - May 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

Nov 2017 - Jan 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.

Contacts

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Links

[Profile, Portfolio, and Skills](#)

Skills

- Marketing Strategy
- Digital Strategy
- Brand Strategy
- 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
- Strategic Marketing Planning
- Digital Marketing Strategy
- Brand Development
- Content Marketing
- Social Media Management
- Client Relationship Management
- Data-Driven Decision Making
- SEO/SEM Optimization

- 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 Manager at FilterEasy

Jan 2014 - Nov 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 Director at 919 Marketing

Jan 2009 - Jan 2014

- 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 , University of Phoenix

Associate of Web Technologies , Wake Tech College

Performance Marketing

E-commerce Strategy

Cross-Functional Team Leadership

Budget Management

Consultative Selling

Campaign Performance Analysis

AI-Powered Marketing Solutions

Brand Strategy Development

Integrated Marketing Campaigns

Digital Marketing

Data Analysis and Insights

Cross-Functional Team Leadership

Content Marketing and SEO

Paid Media Strategy

Performance Measurement and ROI Optimization

Client Relationship Management

AI-Driven Marketing Solutions

Creative Problem Solving