

NICOLE HALL

Brand Marketing Leader

✉ nbyrdhall@gmail.com

☎ 404-226-0946

🌐 www.linkedin.com/in/nicolebhall/

PROFESSIONAL SUMMARY

360-degree marketer with a passion for digital media who harnesses data-driven insights to build tailored strategies that increase exposure and drive revenue growth. Respected industry leader skilled in building partnerships with nationally recognized brands to heighten market awareness and influence consumer behavior. Highly effective in collaborating across an organization to execute major initiatives, drive innovation, and promote growth. Digital native skilled in creating compelling and engaging multi-platform marketing campaigns that employ innovative technology solutions. Expertise:

- Strategic Brand Marketing
- Digital & Social Media
- Product Launch
- CRM & Loyalty
- Multi-platform Media Planning
- Partnerships & Synergy
- Agency Management
- Special Events & Experiential
- Technology & Innovation
- Data & Consumer Insights
- Creative Storytelling
- Consumer Promotions

PROFESSIONAL EXPERIENCE

THE COCA-COLA COMPANY – Atlanta, GA

2017 – Present

Sr. Marketing Manager, Shopper Connections (2019 - Present) | **Manager** (2018-2019) | **Contractor** (2017)

Partner with food service, retail, and restaurant delivery intermediary teams to create comprehensive, co-branded shopper strategies and media plans to drive foot traffic, increase beverage incidence, and generate revenue. Utilize new technology and digital capabilities to maintain brand relevance and increase engagement for both Coca-Cola and customer partners. Collaborate with global IT team to integrate customer promotions into website and app.

- Key role in developing comprehensive shopper strategy for first ever launch of a Coke Energy drink into multiple channels (grocery, convenience retail, value, and drug). Successful capitalizing on market share from current Coke drinkers and capturing consumers from new energy market. Product was 3rd largest growth contributor to Coca-Cola brand, building a strong repeat customer base, and recruiting 2X new users vs. competitors.
- Heightened focus on restaurant delivery partners (Uber Eats, DoorDash, etc.) in response to changing consumer behavior during pandemic. Built incentives with retailers to optimize digital menus to feature beverages and created a series of promotions with mobile media and social platforms, successfully driving increased sales.
- Developed CRM strategy for Walgreens annual “Coke Happy Hour” summer promotion utilizing Coke’s email subscription list to market promotion and created a custom Walgreens database of potential consumers to leverage for future programs. Campaign experienced a 20-30% weekly email open rate and added 200K+ highly engaged consumers to the Walgreens loyalty database.
- Led the digital promotion for Coke & McDonald’s “Share A Coke” campaign by integrating Coke’s proprietary Sip ‘n Scan technology into the McDonald’s app. Drove deeper digital engagement, delivering a sales lift of 2.8% (highest in the past four years). Drove registration for McDonald’s app and elevated Coke exposure via brand presence on 50M cups. Honored with 2020 Reggie Award winner in “Promotion Marketing” category.
- Developed a radio campaign in top 20 markets to support the launch of Coke Cherry Vanilla and drive consumers to Wendy’s restaurants. Generated 22.5% sales lift at drive thru while driving a 2.2% sales lift for dine in.

CRACKLE/SONY PICTURES TELEVISION - Los Angeles, CA

2015 –2016

Executive Marketing Director, Consumer Marketing

Developed marketing strategies and promotional campaigns for the streaming TV network’s most robust programming line-up to date. Key focus on building brand awareness to include Crackle in viewer’s consideration set and drive frequency and retention. Tracked data reports (streams, unique users, minutes viewed, completion rate) to glean insights that to translate into actionable adjustments to media campaign.

CRACKLE/SONY PICTURES TELEVISION - Los Angeles, CA (continued)

- Managed Crackle social media accounts. Developed strategy with agency to establish Crackle brand voice on a very limited budget. Created content during tv show production and photo shoots for social media use. Partnered with platforms to amplify show launches through paid media and using the platforms in new and engaging ways.
- Collaborated with Facebook to premiere Joe Dirt 2 exclusively on platform generating awareness for both the movie and the brand - first time Crackle hit 1M streams for an original production.
- Initiated first brand health study for Crackle to understand how it compared to other streaming services. Identified point of differentiation. Built brand positioning document for all future campaigns to ensure clear focus and communication in delivering the overall brand promise.

TURNER ENTERTAINMENT/TNT, TBS & TCM - Atlanta, GA

2004- 2014

Sr. Marketing Director (2012-2014) | **Marketing Director** (2009-2012) | **Sr. Manager** (2004-2009)

Established marketing strategies. Managed media and creative execution plans for TNT, TBS, and Turner Classic Movies. Leveraged consumer insights to build campaigns based on the target audience's lifestyle and media habits. Led a team of five and worked collaboratively with senior leaders across key departments. Oversaw agency selection for 50+ campaigns and a media budget of \$100M+. Led cross team that collaborated to execute major network initiatives; serving as the lead in establishing marketing objectives and processes to ensure consistent campaign messaging and efficiency across all divisions (on-air, digital, social, PR and ad sales).

- Initiated strategic partnerships and secured \$5+M in media value by developing relationships with major brands such as: The Coffee Bean & Tea Leaf, Stella Artois, Game Fly, Bloomingdale's, The Sunset Tower Hotel, Dave n' Busters, Amazon, Seamless.com, Travelocity, Vanity Fair and The Hollywood Reporter.
- Forged a seven-year partnership with Delta Air Lines to feature content as part of the airline's monthly in-flight program (boarding ads, on demand screens and SKY Magazine). Generated approximate advertising value of \$2M+.
- Established a co-branded relationship with Bacardi Silver and Garnier Nutrisse, to secure high impact promotional elements including 8,000 Point of Sale displays, on pack, print and digital.
- Created marketing campaign for a four-day TCM Classic Film Festival in Hollywood. The sold-out festival generated extensive brand exposure, deepened the network's relationship with viewers and attracted ad sales sponsors.
- Developed partnership with Instagram for the Screen Actors Guild Awards to post images of talent from the red carpet using #SAG Awards Selfies. #1 telecast for the week in twitter unique audience and impressions.
- Ideated creative concept to promote the TV series "The Hero" starring Dwayne Johnson. Creative was used throughout the multi-million-dollar media campaign (outdoor, social, print) and helped convey the concept of the series in a simple and compelling way thus driving viewership for successful premiere.

ADDITIONAL PROFESSIONAL EXPERIENCE

FREEFORM/DISNEY ABC – Los Angeles, CA
Marketing Consultant

CARTOON NETWORK/ADULT SWIM - Atlanta, GA
Affiliate Marketing Manager | Digital Marketing Manager

NICKELODEON/MTV NETWORKS- New York, NY
Project Manager | Project Coordinator | Project Assistant

FOX KIDS NETWORK - Los Angeles, CA
Marketing Brand Manager | Marketing Brand Coordinator

EDUCATION

BA, Journalism, University of South Carolina - Major: Journalism/Advertising, Minor: Business/Marketing

AWARDS & AFFILIATIONS

- General Assembly: Digital Marketing Certification
- WICT - Women in Cable Telecommunications: Board Member (Southern California Chapter)
- Reggie Awards: 2020, 2019 (Coca-Cola & McDonald's campaigns)
- The Hollywood Reporter Key Art Awards: 2014, 2013, 2012
- CTAM Mark Awards: 2009, 2008, 2005, 2004
- PromaxBDA Awards: 2014, 2011, 2010, 2006