



Halle Nurse

Strategic Brand Manager

CONTACT:

757.748.1191
halle.s.nurse@gmail.com
hallenurse.com

EDUCATION:

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

Capstone Project | Base Butter
Brand Management Student Consultant
Dec. 2019----April 2020
Conducted research, brand audit, competitor analysis and more to present strategic recommendations for a new product expansion

Virginia Commonwealth University
Richmond, VA | May 2015
B.S. Marketing, Concentration in Integrated Communications
Creative Brand Management

The American College of Greece
Athens, Greece | July 2014
International Consulting Program

ACHIEVEMENTS:

BC Live Client Sprint: Winning Team
Brand: Coors Light

MAIP 2020 Fellow
Chosen by GSD&M

EXPERIENCE:

GSD&M | Strategy & Account Intern

June 2020---August 2020

- Researched new business and assisted with pitches
- Performed administrative duties supporting the Capital One account
- Led a food research project with the strategy department

Powell Communications | Account & Administrative Intern

June 2019---Aug. 2019

- Created public relations plans for clients
- Researched new business and assisted with pitches
- Monitored all client coverage

Boys & Girls Club of Metro Richmond | Art Teacher

Aug. 2015---May 2019

- Created lesson plans to teach various skills to kids ages 6-18
- Led art workshops and shows for the club members and community
- Advisor for the Torch Club Leadership organization

MyleStone Events | Event Planner & Social Media Manager

Oct. 2016----Dec. 2018

- Designed content to promote business via social media sites
- Assisted clients with the planning process
- Coordinated meetings with vendors and clients

KickRocks Hip Hop Blog | Social Media Intern

Aug. 2015----Aug. 2017

- Audited and managed social media sites
- Created a marketing plan to enhance social media presence
- Planned events to promote the organization

SKILLS & TOOLS:

- Adobe Creative Suite
- Brand Positioning/Strategy
- Client Pitching
- Creative Briefs
- Deck Design
- Event Planning
- Keynote
- Microsoft Office Suite
- Qualitative and Quantitative Research
- Social Media Management
- Website Design

ASK ME ABOUT...

The time I rode a donkey up four flights of stairs
How I became a food critic in two years