



Halle Nurse | Strategic Brand Manager

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EDUCATION:

VCU Brandcenter

Richmond, VA | May 2020

M.S. Business/Branding

Creative Brand Management

Virginia Commonwealth University

Richmond, VA | May 2015

B.S. Marketing, Concentration in

Integrated Communications

The American College of Greece

Athens, Greece | July 2014

International Consulting Program

SKILLS & TOOLS:

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

ACHIEVEMENTS:

4A's Vanguard Fellow | 2023

Agency: Anomaly

4's MAIP Fellow | 2020

Agency: GSD&M

BC Live Client Sprint | 2020

Winning Team

Brand: Coors Light

ASK ME ABOUT...

- The time I rode a donkey up four flights of stairs.
- How I became a food critic in two years.
- Teaching children ages 7-11 about Advertising and creating their own business

EXPERIENCE:

Freelance Strategic Brand Manager

November 2023 – Present

- Assist small businesses with developing brand identity and strategic solutions.
- Build custom websites and planned branding events.
- Manage social media and created curated content.

Anomaly | Account Executive

April 2022 – September 2023

Denny's:

- Managed monthly organic and paid social campaigns with IAT partners.
- Collaborated with Social Strategy Team to create bi-weekly and quarterly social analytical reports.
- Launched new campaign platform and managed experiential activation.
- Pitched brand partnership and seeding ideas to clients frequently.

Pereira O'Dell | Brand Manager

October 2020 – April 2022

Adobe:

- Led quarterly social media projects for the STE team.
- Launched celebrity campaign partnerships with Tierra Whack, Lil Nas X and Billie Eilish.

Stella:

- Managed brand innovation for Stella Solstice.

Deutsch Family Wine & Spirits:

- Managed monthly organic social media creative for Redemption Whiskey and [yellowtail].
- Led social video launch for [yellowtail] sub-label Pure Bright.

GSD&M | Strategy & Account Management 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.

Base Butter | Brand Consultant

December 2019 – April 2020

- Conducted research on beauty category and presented data analysis based on results.
- Pitched strategic recommendations for new FY21 product expansion.