

James Hall

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PROFILE

Senior digital marketing leader with 10+ years driving integrated, data-led campaigns across B2B, professional services, and consumer brands. Trusted partner to senior stakeholders, with deep expertise in acquisition strategy, paid media, content amplification, analytics, and campaign optimization across complex, matrixed organizations. Remote-ready and effective leading distributed teams.

PROFESSIONAL EXPERIENCE

Associate Director, Digital Marketing

Mar 2022 – Present

Cooley LLP · New York, NY

Promoted from Digital Marketing Manager (Apr 2021) and Sr. Digital Marketing Manager (Jan 2022)

- Lead digital acquisition across web, email, and SEO for an Am Law 50 firm.
- Optimize website and campaign performance through ongoing testing and analysis.
- Apply analytics and reporting to inform optimization, channel mix, and prioritization decisions.
- Lead and develop a digital team, owning strategy, execution, and performance outcomes.
- Align digital marketing initiatives with business and operational stakeholders firm-wide, partnering with technology and operations teams to support scalable execution.
- Manage vendor and agency relationships to expand and enhance digital marketing capabilities.
- Oversee website and blog strategy to ensure a high-performing digital presence.
- Own digital marketing budget planning, allocation, and reporting; present campaign strategy, performance updates, and key initiatives to firm leadership.

User Acquisition & Engagement Lead

Jan 2021 – Mar 2021

Mizzen by Mott App · Flint, MI

- Owned user acquisition and lead generation across paid digital channels.
- Built and optimized landing pages and conversion paths, using A/B testing and performance data to refine targeting and messaging.
- Managed CRM and automation workflows supporting lead capture and conversion.

Digital Marketing Manager

Oct 2019 – Jan 2021

Amplify · New York, NY

- Led digital and brand marketing strategy for consumer-focused hospitality clients.
- Managed paid media, SEO, and website optimization initiatives; built and optimized micro-sites and landing pages in WordPress.
- Optimized landing pages, webinars, and content for lead capture, running A/B tests to refine messaging and lift conversion.
- Improved SEO and content strategy to drive sustained organic traffic.
- Analyzed performance in Tableau and delivered data-driven insights to stakeholders.
- Aligned brand messaging with product marketing and industry trends.

Digital Marketing & Branding Consultant / Creative Director

Nov 2014 – Mar 2020

Sela Group · New York, NY

- Led brand, digital marketing, and social content strategy for hospitality brands, partnering with CEO, President, and senior leadership to align marketing goals with revenue targets.
- Developed seasonal campaigns to drive bookings and brand awareness; led email marketing and e-commerce campaigns to boost retention.
- Managed paid media, SEO, UI/UX, social, and website optimization, analyzing campaign data to improve targeting and marketing impact.
- Managed vendors, in-house designers, and agencies for creative production, ensuring brand consistency across digital and print assets.

Web / Marketing Consultant (contract)

Mar 2019 – Aug 2019

Scholly · Los Angeles, CA

- Redesigned company website and migrated it to an accessible, mobile-responsive platform.
- Ensured consistency in brand messaging, style, and visual identity across digital assets.

Manager, Integrated Marketing (B2B)

Feb 2018 – Mar 2019

Future PLC · New York, NY

Promoted from Digital Marketing Specialist (Aug 2018)

- Led B2B digital marketing and multimedia design across seven industry verticals, overseeing lead generation for newsletters, awards, webinars, conferences, and trade shows.
- Served as project manager for global webinar programs, scaling B2B sales and production by 20%.
- Created digital and print assets — emails, landing pages, paid ads, brochures, media kits, whitepapers, and video — to enhance brand visibility and engagement.
- Optimized marketing strategies by monitoring KPIs (CTR, CPA, open rates, attendance, submissions) and running A/B testing and automated drip campaigns.
- Managed CRM databases — building, deduping, and segmenting audience lists for email and B2B lead generation.
- Supervised junior designers, ensuring brand consistency across digital and print initiatives.

Founder & Creative Director

Oct 2010 – Nov 2014

Out the Box Cre8ives · Ashburn, GA

- Founded and ran a creative agency providing branding, design, web, and digital marketing services to local businesses and organizations.
- Owned the full client lifecycle — pitching, creative direction, production, and delivery.

Instructor, Interactive Video Production (dual enrollment)

Jul 2013 – May 2014

Moultrie Technical College at Turner County High School · Ashburn, GA

- Taught college-credit video production coursework to high school students through a dual-enrollment program.
- Developed curriculum and hands-on instruction spanning production, editing, and digital media fundamentals.

Brand Manager

Oct 2009 – Oct 2010

L Hostels · New York, NY

- Developed and maintained brand strategy for a hospitality business, ensuring consistent messaging across platforms.
- Led creative direction and digital marketing campaigns, enhancing audience engagement.

EDUCATION

Graduate Certificate, Instructional Design & Technology

Full Sail University — Orlando, FL · 2014

M.S., Internet Marketing

Full Sail University — Orlando, FL · 2012

B.S., Digital Art & Design

Full Sail University — Orlando, FL · 2009

CORE COMPETENCIES

Campaign analytics & reporting · Paid media & acquisition · Lead generation funnels · Marketing automation · Channel evaluation & spend decisions · Creative direction · Stakeholder communication · Budget ownership · Content amplification · Building strategy, process, and reporting from scratch

COMMUNITY

City Council Member, City of Ashburn, GA (2013–2015) · Local

Library Board Member · Cooley Black Affinity Group

Chair · Scholarship Founder · Local H.S. Sports

Sponsor · Community Walk Club Founder

TECHNOLOGY

Web & Digital Experience: Sitecore, WordPress, Drupal, Joomla, Moodle, Shopify, HTML, CSS

Marketing, CRM & Email: Salesforce, Pardot, HubSpot, Mailchimp, Constant Contact, Selligent, Klaviyo, Hootsuite, Google Ads, Meta, Snapchat, Pinterest, Google Business Profile, Yelp, TripAdvisor

Analytics & Optimization: Google Analytics, Tableau, Siteimprove

AI, Automation & Media: ChatGPT Enterprise, ChatGPT Team, HeyGen, ElevenLabs

Project & Work Management: Workfront, Microsoft Teams, SharePoint, Google Workspace, Microsoft Office, ON24, Eventbrite, Zoom, Miro, Airtable

Content Creation & Design: Adobe Creative Cloud — Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Media Encoder, Captivate