

MARKETING PORTFOLIO

Trasee Hall

Experienced & energetic, multichannel integrated marketing leader



About Me

I turn audience insights into campaigns, programs, and stories that drive full-funnel growth. I start by listening, then build the plan, bring the right people along, and share what worked. I do my best work (and have the most fun) where creativity, brand, community, and growth meet.

							
2010–2013	2013–2015	2015–2018	2018–2020	2021	2021–2024	2024–2025	2023–Present
Sales Intelligence Analyst	Senior Planner, Ad Ops	Regional Marketing Manager	Senior Marketing Lead	Senior Marketing Manager	Director of Integrated Marketing	VP of Integrated Marketing	Marketing & Brand Consultant

My Work

Click anywhere to start or keep scrolling.

**Launches
& GTM**

**Growth &
Revenue**

**B2B &
ABM**

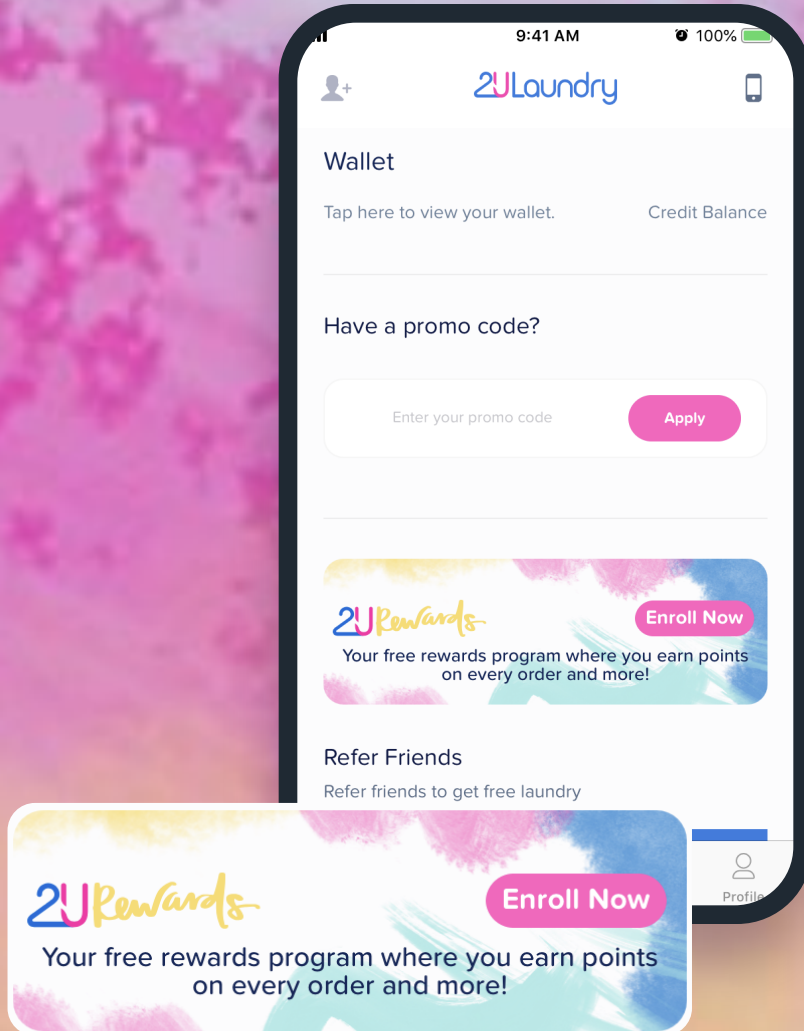
**Audience &
Analytics**

**Brand &
Storytelling**

**Campaigns
& Content**

**Events &
Activations**

**Freelance
Work**



Launches & GTM

Launched 2URewards, a B2C loyalty program built from scratch.

>85%

adoption from MAUs
in first 60 days

\$250K+

incremental revenue from
rewards activity incentives

WHAT I DID

WHAT: Built 2ULaundry's first loyalty program after co-creating Uber VIP.

HOW: Led audience research and the financial model behind tiers and goals, wireframed the in-app experience, and wrote (and deployed!) the comms.

WHO: Partnered with a designer on creative; reported performance to senior leaders.

Brand & Storytelling

Guided a legacy brand into a modern identity and led the multi-channel launch.

BEFORE



AFTER



WHAT I DID

WHAT: Identified the need, built the case, and led the rebrand as Marketing Owner.

HOW: Owned it end to end, from RFP and design development to final assets and comms.

WHO: The Board, Studios, and the agency partner, as internal Project Manager.

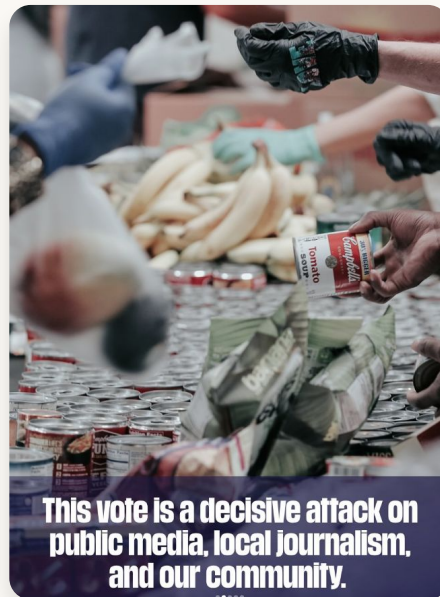


Growth & Revenue

Raised \$40K+ in under a week with WABE's first digital-first fundraising campaign.

\$40K+
raised in under a week

30%
raised from new members



- 1 THE HIT**
\$1MM federal funding loss and an immediate budget gap
- 2 72 HOURS**
Built the plan, scripts, and creative for video, email, paid, and organic social
- 3 LAUNCH**
Brought in an online giving partner that drove gifts from new members

Campaigns & Content

Ideated and led the inaugural Atlanta is Black History campaign.

3X

page views,
YoY

2X

new site
visitors

44%

email open rate,
50% above avg.

4%

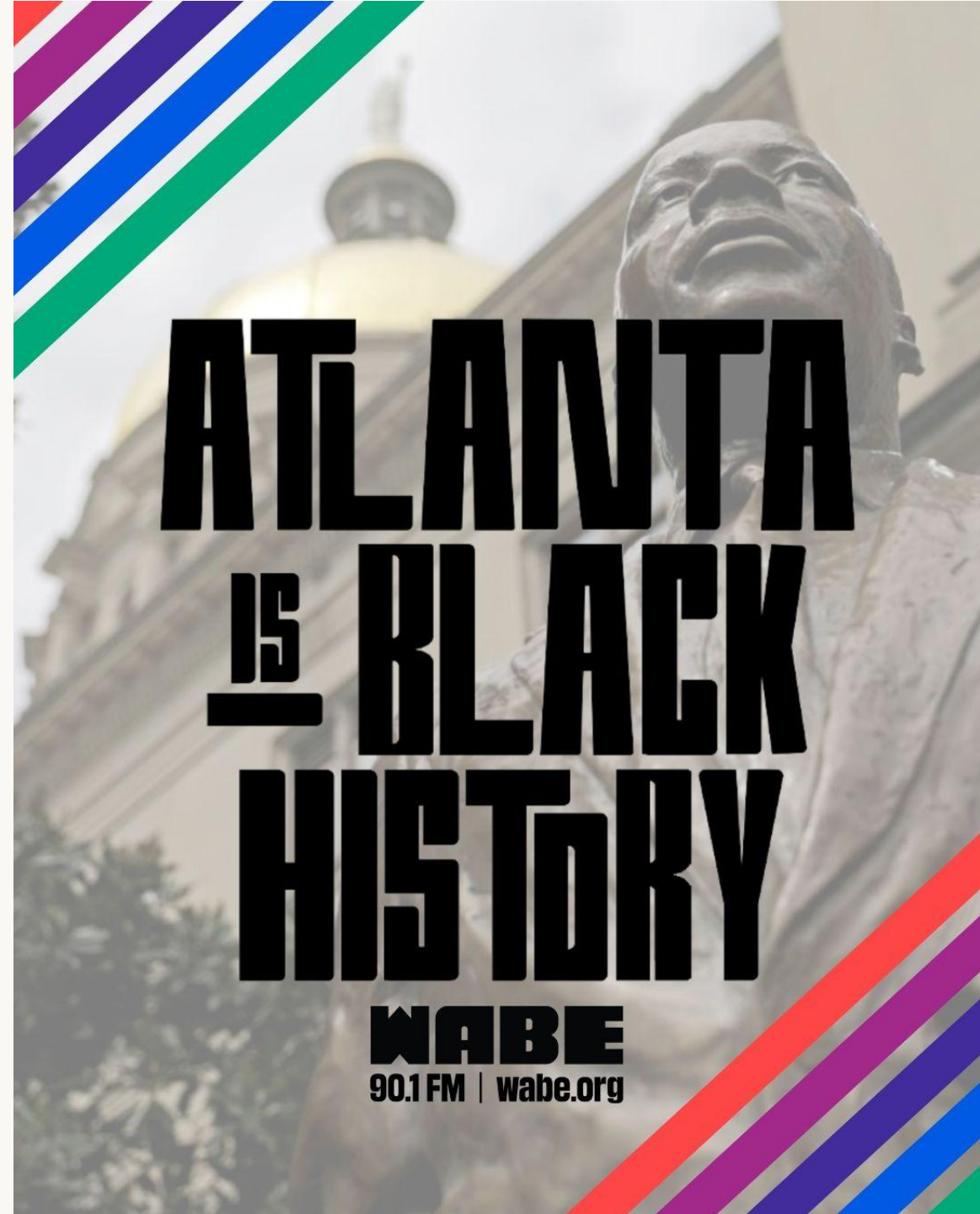
click rate,
75% above avg.

WHAT I DID

WHAT: Conceived and built WABE's first 360° cultural campaign.

HOW: Designed one story and visual identity, then carried it across email, web, social, swag, and news coverage.

WHO: Agency, Newsroom, Studios, TV, Radio, Membership, Events, and HR.



Created a new, full-funnel ABM strategy for mid-market accounts.

\$400K+
net-new pipeline revenue

01

Identify & Target

Ranked and targeted full portfolio of all mid-market leads and accounts (inbound & sourced)



02

Engage & Launch

Built a full-funnel strategy with sharper storytelling across channels (including paid, owned, partnerships)



03

Convince & Convert

Ran personalized nurture tracks, in-app messaging, VIP events, and targeted campaigns and promos to drive revenue

WHAT: Set the strategy for key mid-market segments and built a new ABM approach.

HOW: Ranked accounts, then ran coordinated programs at every funnel stage.

WHO: Finance, Sales, and RevOps, aligning marketing-to-sales handoffs.



Events & Activations

Directed BentoBox's flagship activation at the National Restaurant Association Show.

500+

qualified leads

80%

demo to closed conversion

WHAT I DID

WHAT: Marketing lead, creative director, and onsite manager.

HOW: Owned the experience from concept to execution, managing a \$1MM budget and team.

WHO: Design, PM, Finance, CS, and Sales, plus 13+ reps onsite.

Established 2ULaundry's customer research program, which shaped company strategy and the product roadmap.

KEY FINDING

70%

MAUs were unaware of the referral program



Launched multichannel referral education across the customer journey to drive awareness & customer referral growth

6 MONTHS LATER

91%

referral program awareness and participation from MAUs

WHAT: Customer and product surveys plus in-person focus groups.

HOW: Designed, recruited, conducted, analyzed, and reported every study.

WHO: Senior Leadership, the Board, Product, CS, and Development.

Freelance

Applying big-company GTM and brand strategy to consumer brands and independent businesses.



Everyday Supper

Catering and food retail

B2C and B2B brand strategy, website design, customer comms, event collateral, booth design, and swag



Stinky Butts

Consumer baby products

B2C brand strategy, website design, customer comms, event collateral, and booth design



Cut Fruit Express

Wholesale produce distributor

B2B brand strategy, sales collateral, and recipe development

Let's Meet!

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