

Brian Hall

Greater Orlando

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Summary

Digital Marketing Visionary with 20+ Years of Pioneering Success

Brian BJ Hall is a digital marketing visionary with over two decades of experience at the forefront of the industry. He is a Google Developer Statistician Analyst with an unparalleled understanding of data-driven marketing strategies. He is also the Father of Modern SociInfluistics and the founder of SynergySyncSEO, a leading platform of digital reflex media solutions.

Hall's expertise encompasses a comprehensive spectrum of digital marketing disciplines, including Google Ads, Facebook Ads, Instagram Ads, YouTube Ads, LinkedIn Ads, TikTok Ads, social media marketing, content marketing, email marketing, and Google Analytics GA4. He is also a skilled influencer marketing expert, with a deep understanding of how to leverage the power of AI to identify and connect brands with the right influencers.

Throughout his career, Hall has consistently demonstrated an unwavering commitment to innovation and leadership. He has played a pivotal role in architecting business ecosystems for a wide range of industries whose efforts transferred to clients from startups to Fortune 500.

Pioneering Approach to Influencer Marketing

Hall is currently pioneering a new approach to influencer marketing that uses the reach of Bard AI, a cutting-edge artificial intelligence tool from Google AI. This groundbreaking strategy marks a new era in Digital Reflex Media (DRM), empowering brands to seamlessly connect with their target audience through highly relevant and impactful influencer partnerships.

Benefits of Hall's Approach

Hall's approach to influencer marketing offers several benefits to brands, including:

Enhanced efficiency: Bard AI automates data matching and analysis, freeing up marketing teams to focus on strategic planning and campaign execution.

Improved accuracy: Bard AI's sophisticated algorithms identify highly relevant influencers who resonate with the brand's target audience, maximizing the likelihood of campaign success.

Greater transparency: Bard AI provides in-depth insights into the influencer landscape, enabling informed decision-making and continuous optimization of DRM strategies.

If you are looking for a digital marketing partner, Brian BJ Hall and SynergySyncSEO are the perfect choice. With a deep understanding of the latest digital marketing trends and technologies, we reach out to help develop and execute a comprehensive strategy that drives results. Contact Brian BJ Hall today on LinkedIn to learn more about services and how you can achieve your marketing goals.

Experience

EcoMentor

OneKind Science Foundation

Dec 2023 - Present (1 month)

The Diana Project - 30-Year Sustainability to United Africa in Space - OneKind Science Foundation's meticulously crafted 30-year plan addresses the critical challenges of the future & paves the way for a more sustainable & equitable future for all.

Three phases, each with a specific focus & set of objectives:

Empowering Orphans & Vulnerable Children: Establish a global network of orphanages & child care centers, providing comprehensive care, education, & support services.

Revolutionizing Education: Implement the Starfleet-inspired education initiative, transforming K-12 education & preparing students for the demands of the future workforce.

Accelerating Progress towards the SDGs: Launch initiatives aligned with select SDGs, particularly SDG 4: Quality Education, SDG 2: Zero Hunger, & SDG 13: Climate Action.

Expanding Global Impact: Broaden the reach of OneKind's programs, establishing orphanages, educational institutions, and sustainability initiatives in underserved communities worldwide.

Advancing Scientific Exploration: Conduct the Venus mission, gathering data on the planet's atmosphere, geology, & potential for life, expanding our understanding of the solar system.

Likelihood of Success with \$5 billion: 75%

Likelihood of Success with \$10 billion: 80%

Fostering International Collaboration: Strengthen partnerships with governments, organizations, and individuals worldwide, promoting scientific cooperation & knowledge sharing.

In a world facing rapid technological advancements, the looming threat of AI-driven job displacement, & the urgent need to address global sustainability challenges, OneKind Science Foundation emerges as a beacon of hope. Channeling the spirit of Starfleet from Star Trek, OneKind is pioneering a transformative approach to education, embarking on groundbreaking scientific missions, & accelerating progress toward the United Nations Sustainable Development Goals (SDGs).

A 30-Year Vision for a Sustainable Future - OneKind

AI Digital Ecosystem Architect | SynergySyncSEO Strategist | Google Analytics GA4 | Web Developer

DailySocio.com - SynergySyncSEO Digital Marketing Intelligence

May 2023 - Dec 2023 (8 months)

Orlandoambassador.com The Greatest DBA in the Universe

SynergySyncSEO. content & influencer marketing ecosystem that helps businesses achieve growth as a certified digital marketing strategist/specialist.

Developed customized SynergySyncSEO strategies including systematic consumer packaged goods (CPG), retail, technology, media & entertainment, & travel & hospitality adaptability.

Leveraged expertise in influencer marketing, content creation, & SEO principles to drive transformative results for clients.

Crafted compelling content that captures attention, drives engagement, & establishes clients' brands as industry thought leaders.

Optimized websites & online presence for search engine visibility, ensuring client brands can easily discoverable by potential customers.

Streamlined marketing operations & achieved greater efficiency through SynergySyncSEO's robust systematics.

Additional Expertise

Digital Media architecture & creative content for OrlandoAmbassador.com, a tour website.

Managed media buying, social media marketing, & search engine optimization (SEO) for OrlandoAmbassador.com, MediaDeacon.com, & MagicalTravelKingdom.com.

Developed affiliate online marketing co-operatives for profit sharing & customized solutions.

Digital Strategy & video development of Travel Series-based destination television programming for streaming/cable syndication distribution.

DailySocio.com:

Website Architect/Administrator/Social Media Marketing Director

Developed influencer acceleration social media tools, resources, training, & development
Published daily influencer motivational NLP (neuro-linguistic programming) content & copy
Managed graphic design, media buying, & business development

MediaDeacon.com:

Website Architect/Administrator/WordPress Developer/Google Analytics GA4

Canvas-based bohemian scholar-artisan hybrid for graphic design & publishing.

Nonogon.com:

Incepted geometrical & sacred scientific modeling based on center point dimensional measurement

"The Orlando Ambassador" | Tour Operator & Developer | Full Service Travel Agency | Digital Media

OrlandoAmbassador.com

Jun 2022 - Dec 2023 (1 year 7 months)

In 2022, OrlandoAmbassador.com was created. a long-needed cultural and artistic addition to the Central Florida area. Beautiful luxury excursions, guided tours, and convention ambassador services for explorer-minded visitors to the area, guiding local tours showcasing art, culture, history, and award-winning vacation destinations. While building the Digital Media footprint and copywriting content, he is a scholar attending Arizona State University's Digital Audiences program focusing on Digital Marketing

and documenting company growth for redistribution via curriculum, internship, and video development. Media buying, social media marketing, analytics, SEO search, and content.

Development of Orlando's best vacation and travel packages, Tours, and Leadership for Travel Agent "Embassy of Ambassadors" affiliate online marketing co-operatives for profit sharing and custom tour architecture. Digital Strategy & Video Production of Travel Series destination television.

BLisure and Sylvotherapy springs bathing, beach, and nature excursions. Direct contact representative for public relations, media appearances, public speaking, motivational speaking, chamber of commerce liaison, hospitality, and tourism industry liaison. Working with concierge, travel agent, media platforms, traditional, & online marketing, and local theme park attractions representatives to network relevant and robust content and accuracy for tours and business development stakeholder partnerships.

Committed to preserving a beautiful world for generations to come he builds his businesses sustainably and responsibly. Building a tour ecosystem to support Florida tourism centered on local exploration experiences. Development of training and onboarding systems and implementation. Author and Producer travel exploration video series. Investment sourcing and stakeholder outreach. He is the Sylvotherapy Surfer, The Patron of Winter Park, and The Orlando Ambassador.



Regional Consultant

CG Moneta Consulting

May 2021 - Apr 2022 (1 year)

As Regional Consultant, developed direct relationships with industry leaders, professionals, organizations, & businesses. Increased cash flow & reduced expenses on (3) primary service pillars – Specialized Tax Incentives, Cost Reduction Audits and Telecommunications, Cloud & IT services.

Grew capital by project managing a team of highly qualified professionals including IP Attorneys with engineering backgrounds, CPAs, Engineers, and Subject Matter Experts guiding:

- Specialized Tax Incentives - Cost Segregation, Property Tax Mitigation, Tax Credit, WOTC
- Cost Reduction Audits - CC Merchant Fee Audit, Shipping Fee Audit, Wireless Expense Management, Waste Fee Audit
- Telecommunication, Cloud & IT Service



Agent / Field Underwriter / Financial Services Professional

New York Life Insurance Company

Nov 2019 - May 2021 (1 year 7 months)

Agent licensed to sell insurance through New York Life Insurance Company. As a licensed Agent of New York Life Insurance Company offered a variety of products that help meet insurance and financial needs, including, but not limited to college funding, retirement, managing costs for extended periods of care, and lifetime income strategies. Helping fully analyze needs and recommend appropriate solutions specializing in advanced business solutions for long term care/retirement/life insurance. Serving families, executives, medical, legal, pre-retirement, startups, & business owners.

945 Keller Rd. Suite 150
Maitland, FL 32751
407-999-0291

Neither New York Life Insurance Company, nor its agents, provides tax, legal, or accounting advice. Please consult your own tax, legal, or accounting professionals before making any decisions. Any testimonial on this site is based on an individual's experience and may not be representative of the experience of other customers. These testimonials are no guarantee of future performance or success. I am not licensed in all jurisdictions.

Articulated Skill Competencies:

Licensed Life and Health Insurance Agent - Annuities - Asset Protection - Buy/Sell Agreements
Business Insurance & Succession Planning - Education Funding Strategies
Charitable Giving - Employee Benefits - Estate Planning - Fixed Annuities - Gifting Strategies
Child/Grandchild Gifting - Income Protection - Key Person Protection - LGBT Planning - Legacy Planning - Life Insurance - Lifetime Income Strategies
Long Term Care Insurance - Multi-Generational Wealth Transfer
Permanent Life Insurance - Protection Planning - Retirement Income Strategies
Personal Retirement Planning - Risk Management - Small Business - Succession Planning
Supplements to Employee Benefits - Term Life Insurance - Universal Life - Wealth Accumulation
Wealth Preservation Planning - Wealth Transfer Strategies - Whole Life Insurance

Student Loan Advisor / Account Specialist

Student Loan Services

Feb 2019 - Sep 2019 (8 months)

State of Florida licensed Commercial Telephone Salesperson, generating sales of company services for document preparation, financial protection, & annual re-certification as repeat clients while transferring them into student loan entitlement programs. Helped clients with Federal Student Aid determine eligibility & enroll into Department of Education financial programs for loan consolidation, program changes, change of lender, income driven repayment, and Public Service Loan Forgiveness PSLF. Maintained database administration and update for client portal creation.

- Provided point of contact service for clients nationwide via telephone sales and service.
- Managed transition of hundreds of clients into financial relief solutions.
- Calculated relief options and eligibility for contract preparation and electronic administration.
- Developed MsExcel based worksheets for administration and client tracking.
- Produced and maintained quality assurance recordings on all transactions for compliance



Dental Referral Liaison / Internet Development & Social Media Marketing

Trinity Endogroup

Oct 2018 - Feb 2019 (5 months)

Responsible for industry liaison relationships as representative between Trinity Orlando, Lakeland, & Winter Haven endodontic offices & over 500 local area dentist referral offices. Met with dentists, office managers, practice coordinators, & administrators to promote brand & referral funnel relationships. Accomplished member of the business office tasked with all forms of marketing including but not limited to referral visits, social media, print, Google/Yelp reviews administration, Facebook, LinkedIn, social mobile, geo-tracking, & additional traditional/virtual marketing & sales efforts. Developed & actualized promotional/gifting/keepsake marketing for holiday & day to day rewards initiatives.

- Provided point of contact service as field representative to over 500 dental professionals on site at their business locations.
- Authored & executed D.E.N.T.E.C. database CRM system for operations & relationship management.

- Developed systematic Outreach, Education, Relationship Building, Image/Brand Management, & Feedback processes.
- Developed campaigns for all social media & social mobile branding.
- Developing corporate website and internet marketing initiatives.
- Provided monthly reports & forecasting for productivity & feedback conversion based on industry analysis.
- Served as point of contact for troubleshooting & pivot changes based on customer and industry partner feedback.
- Distributed traditional print tools, & developed virtual counterparts for transition to paperless service mechanisms.

Specialty Marketing / Vacation & Travel Consultant

Westgate Resorts

Jan 2015 - Oct 2018 (3 years 10 months)

Accomplished member of Owner Referrals division responsible for actualizing sales and marketing of vacation packages. Booking travel arrangements for potential owners of time sharing properties. Coordinating events and festivals with resort accommodations based on demographics and social need while providing attractions and activities up-sales including theme parks, concerts, casinos, theatrical performances, sports events, regional festivals, and holiday based organized events. Worked hands on with customers, corporate, and local resort reservations personnel, systems and metrics. Utilized internet based pay per click, search engine, referral, and event lead generation systems to convert to sales via email, telecommunications, and portal interactivity with customers.

- Provided point of contact service for customers establishing ongoing referral and owner rewards interactivity for customers.
- Generated profits for customer's referral submissions including Travel Partner per visit and Owner Rewards per purchase.
- Member of Elite Club for 100% quality assurance based on compliance and organizational satisfaction criteria and metrics.
- Awarded Top Events Booking award for 2018
- Awarded Lowest Cancellation award for 2018
- Provided Events marketing and sales efforts for customized up-sale of owners repurchasing time share ownership

Project Management / Operations

Social Mobile Corporation

Apr 2010 - Dec 2014 (4 years 9 months)

Operations project manager and ecosystem developer of social mobile media, technology, advertising, and marketing branding campaigns. Copywriting social media campaigns to expand market share, and architected information technology and corporate ecosystem growth. Assessed software and hardware system safeguards. Created business models, business plans, proposals, personnel job descriptions and metric evaluations, business transformation plans, and logged strategic feedback and budget components. Marketing strategist sourcing leads and authoring databases for increased market share for SPARTAN3 CYBERSECURITY. Cyber consulting as initiator focusing on breach prevention, competitive advantage, testing/stressing IT infrastructure, reputation crisis management, productivity improvement, real time monitoring, and overall ecosystem security.

- Developed traditional and non-traditional, viral, and virtual marketing plans (SEO,PPC,AdWords,Linking).

- Developed social media presence (Facebook/LinkedIn/Web).
- Maintained green earth initiatives for community outreach and revenue generation.
- Maintained regulatory interactions with state and federal authorities for oversight resolution.
- Developed relationship outreach systems for networking cSaaS Cyber Security as a Service
- Built social media based Cyber Security stakeholder network
- Compliance analysis for integrating IT protocols including PCI DSS, ISO/IEC, NIST as Lead Generation Strategist

Owner / Executive Consultant

Synergy Education Consulting Services

Jan 2008 - Sep 2014 (6 years 9 months)

Provided private consultation to owners and administrators of for profit schools resulting in increased enrollments, increase in student retention, and developing student services initiatives for student satisfaction and transformation of campus culture. Provided accreditation & regulatory consultation including preparation for application, self-study, quarterly and annual reporting, surveying for effectiveness and feedback, and mock site visits.

- Authored and Delivered Seminars including Faculty Development, Classroom Management, Curriculum Review & Development, SAP Development, Placement Industry Partnerships, Effective Review Board Strategies & Admissions Training.
- Developed Classroom Initiatives including Effective New Instructor Training, Classroom Discipline, Learning Styles, Training the “At Risk” Student, Using learning games, and Academic Support Systems.
- Developed admissions initiatives for campus growth including Admissions Boot Camp, Secret Shopper campaigns, Marketing Review, Educational Enrollment Processes, and Lead Management Systems.
- Contracted by ABHES to lead multiple onsite compliance reviews of administration and processes (Administrative Reviews / Team Leaders)

Media Buying Project Manager

Three Stars Media

Mar 2008 - Apr 2010 (2 years 2 months)

Member of Executive Management Team developing various aspects of business operations including sales, marketing, company branding, technology development, viral marketing, client relations, internal development, e-commerce, training, and human resources. Developed business models and managed projects for Internet/e-commerce business and web based applications including affiliate marketing and non-traditional media. Liaison stakeholder media buying for over 60 Fortune 500 companies for human resources outsourcing and staffing. Developed and supervised new hire systems via standardized multi-tiered evaluation and on-boarding initiatives as well as quality control compliance and customized corrective action plans.

- Launched, managed, and grew job search division becoming top 10 trafficked Employment Search website in the U.S.
- Generated over 10,000 positive responses per day via affiliate marketing for lead generation.
- Successfully developed online advertising via online websites.
- Developed traditional and non-traditional, viral, and virtual marketing plans (SEO,PPC,AdWords,Linking).
- Grew Outsourced Media Buyer program to over 100 operatives nationwide consistently generating over \$1,000,000 month.

- Grew partnerships with corporate clients to over 6000 clients including over 60 of the Fortune 500 companies.
- Grew overall revenue of organization to over \$2,000,000 per month.
- Directly responsible for hiring and on-boarding of over 500 internal company positions.

Director of Compliance / Instructional Designer

Career Training Academy / Adult Learning Center

Jul 2004 - Dec 2007 (3 years 6 months)

Compliance director of campus-wide operations developing budget and fiscal controls including Title IV & Title VI compliance & operations as well as gap and private financing programs for accreditation, state and federal approvals and reporting. Maintained campus compliance through monitoring, circulation of reporting, and mentoring developing strategies and utilizing auditing and project/systems development. Transformed all operations and educational systems to finalize and actualize initial institutional accreditation approval and renewals. Responsible for human resource functions including hiring, firing and benefits management. Implemented industry relations initiatives and finalized corporate deliverables for accelerated production, profitability, and sponsorship via employment and technological equipment. Authored marketing campaigns for print, direct mail, radio, and television media negotiating favorable agreements with all vendors/providers. Amended contracts, tracked budgets, and logged effectiveness.

- Developed new programs and curriculum via instructional design and development for State and Federal approvals.
- Developed marketing/advertising campaigns, vendor relations, implemented public and media relations.
- Completed student body growth phase to 400% within 18 months and continued to increase student population
- Raised overall approval rating of institution from 82% to 96% first 6 months / from 96 to 98% following 18 months.
- Redesigned placement efforts and increased placement percentages within 1st year and maintained levels throughout growth.
- Partnered with American Red Cross, Microsoft Inc., & National Center for Competency Testing for certification testing.
- Instructor for classroom and e-learning business courses including MS Office, management, supervision, & leadership.
- Developed Emergency Management Systems for crisis response/disaster/infectious containment, and criminal response.

Sales Trainer

Tom Hopkins International / Changes in Attitudes

Oct 2003 - Dec 2003 (3 months)

Educated, trained, and mentored sales champions for various organizations and individuals including telesales, field sales, in-home sales, educational recruiting, and other sales based groups. Developed and presented seminars and coaching sessions for Fortune 500 sales forces, international sales groups, and non-traditional sales teams. Presented step-by-step selling techniques on Prospecting, Qualification, Presentation, Overcoming Objections, Closing, and Referral Generation, and Time Management. Implemented seminar follow-up strategies including backend profit strategies, product sales, coaching opportunities, and corporate partnership.

- Maintained reported customer production increases of 25 - 30% as a direct result of training and seminar initiatives provided.
- Initiated and developed corporate partnership initiatives with Anthony Robbins Companies Inc.
- Customized sales training initiatives for various organizations including: Aramark, Rip Curl, No Fear, and US Armed Forces.



Admissions Representative - MMI Marine Mechanics Institute

Universal Technical Institute, Inc.

Jan 2000 - Sep 2003 (3 years 9 months)

Key role as a leader/veteran admissions representative. Developed, organized and represented company at trade shows, industry races and events. Conducted interviews for prospective staff members. Trained and served as a mentor to new employees. Participated in inter-departmental committees and survey groups as well as internal gap planning for future growth. Served on committee preparing and submitting institutional self-evaluation for ACCSCT re-accreditation. Implemented new business models for a high performance business culture.

- Record sales/enrollments in division for 2002 at over \$1.3 million in tuition revenue, the most ever generated in a year at the time.
- Increased record sales/enrollments 16% in 2003 to over \$1.5 million in tuition revenue in one year.
- Recognized as top division representative for 2002 with Exceptional Performance award, inaugural inductee into Leader's Club for national top performers, Show Club 2003, and Team Player of the Year 2002-2003.

Education



Arizona State University

Digital Audiences, Walter Cronkite School of Journalism and Mass Communication

Oct 2022 - Present



University of Phoenix

Bachelor of Management, Business and Social Skills

2003 - 2005



Valencia College

Associate of Arts (AA), Business/Core Competencies

1988 - 1991



Winter Park High School

High School Diploma, General Studies

1986 - 1988

Licenses & Certifications




Fla. Seller of Travel - State of Florida

Issued Jun 2023 - Expires Jun 2024
Fla. Seller of Travel Ref. No. ST44300

 **GA4 Google Analytics Certification** - Google

Issued Oct 2023 - Expires Oct 2024
193883128

 **Florida Life Insurance License** - Florida Department of Business and Professional Regulation

Issued Nov 2019 - Expires Nov 2021
2-15 Life and Health Insurance License

 **Securities Industry Essentials (SIE)** - FINRA

Issued Nov 2020 - Expires Nov 2022
SIE Series 6 Investment & Series 7 General Representative Securities PreExam

 **IAB Digital Marketing and Media Foundations Certification** - Stukent

 **Digital Marketing** - HubSpot Academy

Issued Nov 2023 - Expires Dec 2024
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Skills

Artificial Intelligence (AI) • Neuro-Linguistic Programming (NLP) • Solution Architecture • Pay Per Click (PPC) • Customer Relationship Management (CRM) • Digital Marketing • B2B Marketing • Organic Search • Search Engine Optimization (SEO) • Google Analytics