

MonicaFaye HALL



MONICAFAYE

Speaker Brand Kit

MonicaFaye's Brand Speaker Kit



This Speaker Brand Kit is provided for promotional and booking purposes only. All materials, messaging, and visual assets are the intellectual property of MonicaFaye Hall and may not be altered, reproduced, or distributed without written permission. Final assets and approved materials will be provided upon confirmation of engagement.

About

MonicaFaye Hall is an e-commerce and digital-marketing expert with more than two decades of hands-on experience. She enhanced her skills while at a Fortune 500 healthcare company, where she climbed from website manager to e-commerce director before founding The Digital Hall, a boutique agency and technology company. MonicaFaye built her business on the belief that every brand—regardless of size—deserves a seat at the digital table. Today she's a best-selling author, CEO, certified digital-marketing pro and member of Virginia's African-American Advisory Board. Her unique perspective blends old-school craftsmanship (think ethical "white-hat" SEO and meticulous conversion-rate optimization) with forward-thinking innovations such as answer-engine optimization (AEO) and AI-driven search visibility tools.



MONICAFAYE

This kit provides a strategic positioning statement and ready-to-use copy for event organizers who want to engage MonicaFaye as a keynote speaker or workshop facilitator. It does not rely on testimonials; instead it leverages her credentials, certifications, media coverage and proprietary frameworks.

MonicaFaye's Professional Bio

Short bio (50-words) – MonicaFaye Hall is a seasoned e-commerce and digital-marketing expert who spent over twenty years leading online operations at a Fortune 500 healthcare corporation before founding The Digital Hall. She holds advanced certifications in Google Analytics, Search, Display, SEO and Microsoft Advertising and has authored best-selling books on SEO and e-commerce management.

Long bio (150-words) – With more than twenty years of hands-on experience, MonicaFaye Hall is a powerhouse in e-commerce and digital marketing. She began her career at a Fortune 500 healthcare company, rising to the role of e-commerce director before following her entrepreneurial instincts and launching The Digital Hall, a full funnel digital marketing and home of her proprietary **WRRAP Around Method**. This multi-channel framework wraps consumers in a consistent ecosystem of visibility, trust and touchpoints across search engines, AI answer engines and social media. Recently, she introduced **SERPfinity AI**, a platform designed to enhance organic visibility. Her expertise spans SEO, SEM, CRO, content marketing and answer-engine optimization. MonicaFaye is a certified Google Ads Search Professional and Microsoft Advertising Search Professional. She shares her knowledge through books like E-Commerce Management: A Simplified Guide to Manage Your Online Store Successfully and Kiss My SEO. When she's not optimizing websites, she serves as a member of the Virginia African-American Advisory Board.

Engagement Types

- Virtual engagements
- Virtual keynotes (45–60 minutes)
- In-person workshops
- Keynote speeches
- Panel moderation or fireside chats
- Post-event consulting or follow-up sessions



Unique Value Proposition & Brand Positioning

MonicaFaye's brand rests on three pillars:

1

Ethical, white-hat strategies with measurable results

She insists on ethical SEO and AEO practices that follow search-engine and AI-platform guidelines while delivering genuine value. Event organizers can trust that she won't promote shortcuts or black-hat tricks.

2

Proprietary frameworks that make AI work for you.

Her WRRAP Around Method (White-Hat – Reliable – Relevant – Amplification – Performance) recognizes that modern consumers bounce between Google, ChatGPT, TikTok, YouTube, Reddit and other channels before making a decision. The framework helps brands show up consistently across search engines and AI answer engines using trustworthy content, multi-channel amplification and continuous performance monitoring.

3

Empowering under-represented entrepreneurs

As a SWaM-certified (Small, Women- and Minority-Owned) business owner and member of Virginia's African-American Advisory Board, MonicaFaye is committed to closing the digital divide. Her talks and workshops equip minority- and women-owned businesses with the knowledge and tools to make their mark online.



MONICAFAYE

Signature Talk Topics

SEO in an AI World

A practical, jargon-free look at how answer engine optimization and generative AI are changing search. MonicaFaye explains why relying solely on traditional SEO no longer works and shows brands how to become the “AI answer” when Google doesn’t send the clicks.

The WRRAP Around Method - Wrapping Consumers in Trust

Introduces MonicaFaye’s proprietary framework for omnichannel visibility. Attendees learn how to create reliable content, amplify across multiple platforms and monitor performance to stay top-of-mind.

E-Commerce Management Masterclass

Based on her book *E-Commerce Management: A Simplified Guide to Manage Your Online Store Successfully*, this workshop covers inventory management, user experience, CRO and marketing automation.

Digital Marketing for Minority-Owned Businesses

A seminar that demystifies digital marketing for under-represented entrepreneurs, highlighting grants, certifications (such as SWaM, WOSB) and free tools.

Content That Converts - From Blogs to AI Answers

Shows how to craft high-impact content that answers users’ questions, earns citations from AI tools and drives conversions. It draws on MonicaFaye’s expertise in content strategy and answer-engine optimization.

Previous Engagements

Trusted by event hosts,
summits, and corporate teams
across industries.

FREE WEBINAR

What you will learn:

1. The Foundations of SEO and AEO
2. Advanced Growth Strategies
3. Actionable Next Steps

REGISTER NOW




October 31, 2025
12PM

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MONICAFAYE HALL
How to Become the AI Answer,
When Google Doesn't Send the Clicks

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Building a Solid SEO Foundation

April 25 - at 11 am - 12 pm

Stop asking yourself WHY your website isn't getting any enough traffic and do something about it! Register NOW!

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info@thedigitalhall.com

with **MONICAFAYE**



SPEAKER



BLCK STREET SUMMIT

MONICAFAYE HALL
CEO, THE DIGITAL HALL

#BLCKSTREETSUMMIT25

blckstreetconference.com

MARCH 12
2026

LADIES IN TECH PRESENTS
AUTHORS CHAT

STARTS AT
8:30PM
EST



HOST
SABRINA LOWERY

STREAMING LIVE

Facebook | YouTube

Kimisha Michels
Christal L. Rice
Malikyah Goldberg
MonicaFaye Hall

LADIES IN TECH VOL. IV

Building Careers Not
Meant For Us

Book Launch

Book 1: **LET'S TALK**
Book 2: **STREET VY**

THE PANEL LINEUP

	
Kimisha Michels Velocity	Tiffany Odutayo Moderator
	
MonicaFaye Hall Panel Speaker	Kimisha Michels Panel Speaker
	
Laquesha Britt Panel Speaker	MonicaFaye Hall Panel Speaker
	
Naomi Carrington Hockman Panel Speaker	Christal Rice Panel Speaker
	
Christal Rice Panel Speaker	Lauren Pryor Panel Speaker

Saturday, 21st March, 2025
8:30am - 11:00pm EDT

LOCATION:
Family Life Center
349 Edgewater Lane, Towson, MD 21286

Register now at:
www.kenyattapowersrucker.com

Scan to Get More
Information About
MonicaFaye and Speaker
Engagement



Media & Credentials

Certifications

Google Ads Search & Display certifications, Microsoft Advertising search certification, Semrush Certified Agency Partner

Community

Virginia African-American Advisory Board member. Health and Environment Chair. 2025 Graduate of Leadership Metro Richmond

Founder & CEO

The Digital Hall, digital marketing agency (Google Partner, SWaM-certified), SERPfinity.ai

Proprietary Tools

Creator of **SERPfinity**, an AI-powered search-visibility SaaS platform, and of the WRRAP Around Method

Best-selling Author

Ladies in Tech Vol. IV, Kiss My SEO, E-commerce Management, A Simplified Guide to Manage Your Online Store Successfully

Media Mentions

Featured in Entrepreneur.com's article on proven strategies for entrepreneurs (2025) and others including CNN Uncensored



Brand Messaging & Copy

Tagline

“If your website doesn’t make SEO noise, no one will ever see it.” – MonicaFaye Hall

Elevator Pitch

MonicaFaye Hall is an e-commerce veteran, digital-marketing strategist and two-time best-selling author. After leading a Fortune 500 healthcare brand’s online operations, she founded **The Digital Hall** to help brands of all sizes make real noise in search engines and answer engines. MonicaFaye’s **WRRAP Around Method** blends ethical SEO, answer-engine optimization and multi-channel amplification to deliver measurable results. The platform SERPfinity is her latest introduction to the tech world, a platform designed to monitor, track and optimize your visibility across ChatGPT, Google AI Overview, and 20+ SERP features. From the boardroom to community, she empowers businesses—especially small-owned enterprises—to claim their digital territory and thrive.

Sample Speaker Introduction

“Please join me in welcoming MonicaFaye Hall—digital-marketing pioneer, founder and CEO of The Digital Hall, SERPfinity AI, Google Partner and member of the Virginia African-American Advisory Board. Over the past twenty years, she has built and strengthened businesses for a Fortune 500 company and small start-ups alike. She has co-authored a best-selling book on tech careers, and written two others solo on e-commerce management and SEO. MonicaFaye developed the WRRAP Around Method, a framework that keeps brands visible across search engines and AI-powered platforms. Today she’s here to show us how ethical, AI-friendly strategies can transform your digital footprint and drive sustainable growth!”

Get Started with MonicaFaye

To invite MonicaFaye to speak at your next conference, workshop or virtual summit, contact info@monicafayehall.com or visit monicafayehall.com. Customized sessions are available for corporate teams, non-profits and educational institutions. Get ready to make some SEO noise!

Visual Assets & Materials

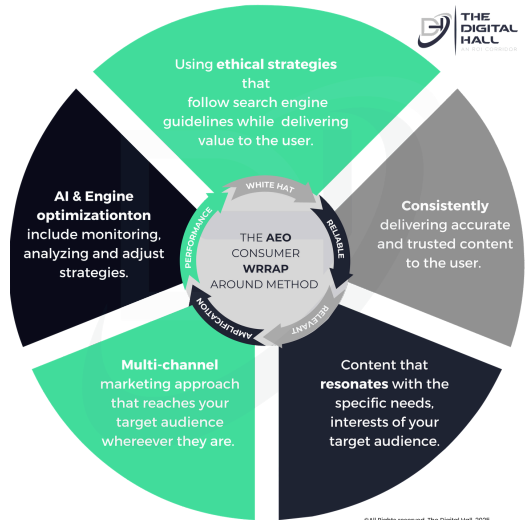
Headshots



Logos



Proprietary Graphics



Accessing the Full Asset Library

We keep our high-resolution images, graphics, logos and template files under wraps until the ink is dry on our agreement. Once we've formalized our partnership, the complete Visual Assets Package will be yours to download and use. If you're ready to dive in, just let us know—we can't wait to hand over the keys!

Social Media



[@themonicafaye](https://www.instagram.com/themonicafaye)



[/MonicaFayeHall](https://www.facebook.com/MonicaFayeHall)



[monicafaye-hall-05751626](https://www.linkedin.com/company/monicafaye-hall-05751626)

MonicaFaye is active on LinkedIn, Instagram and other channels. Ready-to-post graphics, caption templates and a list of preferred hashtags are part of the package you unlock after we've formalized our partnership. Until then, feel free to tag me and share my public posts, and we'll make some noise together once the ink is dry.

Brands Associated with MonicaFaye

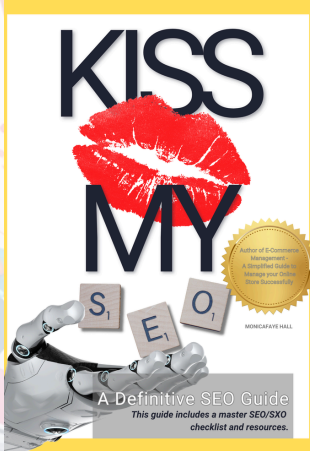


The Digital Hall is a full-service digital marketing agency in Richmond, Virginia, specializing in SEO, Answer Engine Optimization (AEO), PPC, web design, and conversion rate optimization.



The platform built for the AI search era. Track your visibility across ChatGPT, Google AI Overview, and 20+ SERP features. Optimize content for both traditional and AI-powered search engines.

MonicaFaye's Books



A guide designed for beginners and entrepreneurs to master search rankings. It provides a 100+ point checklist and actionable strategies for on-page, technical SEO, and link building to improve traffic and conversions.



MonicaFaye along with several other ladies in tech round out Ladies in Tech Volume IV. The ladies dive into their stories of evolving in a career not built for them. They also provide practical steps to win no matter the field.



A practical guide for beginners and experienced sellers, offering over 20 years of e-commerce knowledge on topics like website design, SEO, marketing, and inventory management to help businesses succeed online.

Books are available at monicafayehall.com

How to **REACH** MonicaFaye

MonicaFaye Hall blends decades of experience with a passion for innovation and community empowerment. Whether she's teaching corporate teams about answer-engine optimization or mentoring entrepreneurs through the Virginia African-American Advisory Board, her mission is clear: help every brand make noise and be seen. This kit equips event organizers with the language and positioning needed to present MonicaFaye as a compelling, credible and inspiring speaker—backed by two decades of proven results.

Visit www.monicafayehall.com

Email info@monicafayehall.com

Logistics

If available or logistically possible, a table or booth can be arranged for signings and meet-and-greet sessions if the event provides space.

Books & Merchandise may be available from the MonicaFaye Brand to include books, service offerings, and conference discount offers.

Social co-branded postings are welcomed. Please provide assets and copy at least 3 weeks prior to the event.

Fees

MonicaFaye's speaking fees reflect the scope, scale and customization of each engagement—webinars, training sessions, keynotes, or bespoke workshops.

Because each event is unique, we don't list a one-size-fits-all rate card. Instead, please contact us through the booking form (monicafayehall.com/speaker) to discuss your event details and receive a tailored quote. We promise to respond promptly and transparently so you can plan with confidence.




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