

Bruce Hamilton

Digital Strategy with Heart

Remote | Sharpsburg, MD

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PROFESSIONAL SUMMARY

Marketing Technology Leader with 20+ years of experience driving digital strategy, customer experience, and data-driven growth. Adept at aligning business goals with Martech and applied AI solutions—including LLMs, predictive models, and platform-native tools—to advance automation, analytics, and personalization across omnichannel platforms. Hands-on with tools like Sitecore XP, Salesforce Marketing Cloud, and GA4 to improve engagement, attribution, and decision-making. Skilled in business analysis, stakeholder collaboration, and cross-functional execution, delivering measurable impact through strategies grounded in data—and powered by empathy.

Behavioral strengths validated by Plum.io: Persuasion, Decision Making, and Teamwork.

AREAS OF EXPERTISE

- **Martech Stack Strategy & Execution** – Driving adoption, automation, and integration
- **Marketing Automation & CRM** – Managing campaigns, segmentation, and lifecycle strategy
- **CDP, AI & Personalization** – Using LLMs and platform-native AI to power content and journeys
- **Data Architecture & Tag Management** – Implementing GTM, GA4, and unified tracking systems
- **Platform Enablement & Training** – Supporting cross-functional teams through dashboards and documentation
- **Analytics & Insight Delivery** – Visualizing performance through Looker Studio and Power BI
- **Business Analysis & Martech Scoping** – Translating stakeholder needs into integrated tech solutions
- **Omnichannel Execution** – Coordinating web, email, social, and search across platforms

KEY SKILLS

- **GA4 & Google Tag Manager** – Cross-platform tracking, event modeling, and KPI reporting
- **Salesforce Marketing Cloud** – Email lifecycle campaigns, segmentation, and performance optimization
- **Sitecore XP & WordPress** – CMS management, content personalization, and A/B testing
- **Looker Studio & Power BI** – Real-time dashboards, marketing analytics, and data storytelling
- **Applied AI & Predictive Insights** – Using LLMs and native AI to drive audience targeting and content strategy
- **Process Automation & Martech Integration** – Driving efficiency across CRM, CMS, and ad platforms

EXPERIENCE

HamiltonsLive—Remote

2024—Present

Freelance Martech Consultant

- Implemented **GA4** and **Looker Studio** reporting solutions for small businesses
- Deployed **enhanced conversion tracking** across **Google Ads**, **Meta**, and **Pinterest**
- Researched and recommended **CRM** and **ESP platforms** based on **business needs** and **stack compatibility**
- Built **GA4 audiences** and **custom events** to support **retargeting** and campaign **measurement**
- Delivered platform **training** and **dashboard documentation** for client teams

Aircraft Owners and Pilots Association (AOPA)—Frederick, MD

2011—2024

Marketing Technology Manager—Remote

2021—2024

- Directed **Martech strategy**, aligning business needs with stack capabilities and data infrastructure
- Configured **GA4**, **BigQuery**, and **GTM** (550+ tags) for unified tracking and KPI reporting

- Built real-time **Looker Studio** dashboards for executive and team-level performance insight
- Led omnichannel campaigns (**Google, Meta, Pinterest**), optimizing spend and conversion flow
- Applied **ChatGPT, Einstein**, and a **custom GPT** to drive segmentation and improve discoverability
- Streamlined QA and **email testing** processes, increasing output and saving **\$21K/year**

Web Business Analyst/Insights Lead—Hybrid

2011—2021

- Led analytics platform migration, saving **\$72K/year** and expanding reporting capabilities
- Implemented **Sitecore XP** and **Salesforce Marketing Cloud** to enhance personalization and lifecycle campaigns
- Built **Looker Studio** dashboards for campaign visibility and self-service performance insights
- Improved **Google Ads** CTR by 30% and drove lift in conversions through paid search optimization
- Partnered with PMO to standardize content taxonomy, reducing duplication by 20%

Fly-It Forward Team Lead (Internal Volunteer Engagement Initiative)—Hybrid

2015—2019

- Led a 10–15 person volunteer team to boost **engagement, collaboration**, and **morale** across departments
- Coordinated **internal campaigns** and **events** that promoted inclusion and team-wide participation

HamiltonsLive—Remote

2011—2011

SEO & Web Development Consultant

- Built and optimized websites using **HTML, CSS, and JavaScript** to improve performance and usability
- Conducted **SEO audits** and implemented technical fixes to increase search visibility
- Provided **UX and content strategy** recommendations to align with audience needs and brand goals
- Used **Google Analytics** to review site traffic and inform content improvements
- Delivered **data-driven SEO recommendations** to improve site engagement and ranking

AOL Inc. (AOL Shopping)—Dulles, VA

2007—2011

Progressed from Technical Writer (Contract via Spherion) to Product Manager to SEO Manager

- Led product and content platform initiatives supporting 100+ partner integrations and structured data feeds
- Scaled taxonomy and navigation for 6,000+ categories to improve personalization and discovery
- Managed reporting and analytics pipelines to track merchant performance and platform KPIs
- Wrote specs and user stories to guide feature enhancements across content and shopping platforms

EDUCATION

Community College of the Air Force – Associate Degree in Avionics Systems Technology | 72 hours

University of Phoenix – Bachelor of Science in Information Technology | 78 of 123 credit hours

Orange Technical Institute – Microsoft Certified Solutions Developer | 196 hours

CompUSA Training – Microsoft Certified Systems Engineer | 128+ hours

For additional details, visit my LinkedIn Profile: <https://www.linkedin.com/in/bruceehamilton/>