

Bruce Hamilton

Digital Strategy with Heart

Remote | Sharpsburg, MD

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PROFESSIONAL SUMMARY

Marketing Operations Leader with 20+ years of experience optimizing digital strategy, campaign execution, and lead lifecycle operations across omnichannel platforms. Skilled at unifying CRM, automation, and analytics tools—like SFMC, GA4, and BigQuery—to streamline workflows, improve attribution, and accelerate performance. Proven ability to align marketing systems with business goals through structured execution, process automation, and stakeholder collaboration. Brings a data-first, empathy-driven approach to building scalable, insight-powered operations that drive engagement and measurable growth.

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

AREAS OF EXPERTISE

- **Marketing Operations & Campaign Execution** – Aligning processes, platforms, and people
- **Marketing Automation & CRM** – Optimizing lead lifecycle, segmentation, and deliverability
- **Data Strategy & Attribution** – Building tracking frameworks, dashboards, and insights
- **Lead Management & Scoring** – Streamlining qualification, routing, and conversion tracking
- **Analytics & Performance Reporting** – Enabling data-driven decisions with GA4 and Looker
- **Martech Stack Integration** – Connecting CRM, automation, and analytics systems
- **Workflow Optimization** – Automating QA, testing, and multichannel delivery
- **Cross-Functional Collaboration** – Translating strategy across sales, product, and marketing

KEY SKILLS

- **GA4 & Google Tag Manager** – Event tracking, funnel performance, and cross-domain reporting
- **Salesforce Marketing Cloud** – Email automation, lifecycle campaigns, and analytics
- **Looker Studio & Power BI** – Performance dashboards and self-serve reporting
- **BigQuery & SQL (Working Knowledge)** – Cross-platform data joins and attribution insights
- **Lead Segmentation & Audience Targeting** – Enabling campaign logic across SFMC, GA4, and ad platforms
- **Process Automation & QA** – Scaling marketing execution through testing and workflow streamlining

EXPERIENCE

HamiltonsLive—Remote

2024—Present

Freelance Digital Marketing Consultant

- Consulted on **GA4** and **Looker Studio** configuration and reporting for small businesses
- Set up **enhanced conversion tracking** for **Google Ads**, **Meta (Facebook/Instagram)**, and **Pinterest**
- Conducted **platform research** and provided recommendations on **CRM and email platforms**
- Built **target audiences** and **custom conversion tracking** in **GA4** for **cross-platform retargeting**
- Provided **training and guidance** on **analytics dashboards** and **marketing automation setup**

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

2011—2024

Marketing Technology Manager—Remote

2021—2024

- **Executed marketing operations initiatives** across GA4, BigQuery, and GTM to improve attribution and reporting
- **Managed paid media campaigns** across Google, Meta, and Pinterest to optimize spend and conversions
- **Automated segmentation and content workflows** using Einstein (SFMC), ChatGPT, and internal tools

- **Implemented and maintained 550+ GTM tags** to support lifecycle marketing and performance tracking
- **Built Looker Studio dashboards** for real-time reporting across email, ads, and web engagement
- **Streamlined QA workflows** for email and campaign execution, saving \$21K and improving efficiency
- **Partnered with cross-functional teams** to align tracking, KPIs, and reporting with business goals
- **Guided internal GPT prototype development** for AI-powered tagging and content discoverability

Web Business Analyst/Insights Lead—Hybrid

2011—2021

- **Migrated analytics platforms and GA tracking**, saving \$72K and improving campaign attribution accuracy
- **Led bi-weekly analytics reviews** to align marketing teams with KPIs and performance insights
- **Built Looker Studio dashboards** for self-serve reporting across web, email, and paid channels
- **Managed paid media campaigns** across Google, LinkedIn, Quora, and Meta to drive multichannel growth
- **Implemented Salesforce Marketing Cloud and Sitecore**, enhancing automation and CRM workflows
- **Standardized campaign taxonomy and metadata** to improve reporting accuracy and insight quality
- **Increased organic and social traffic** by 24% and 12% through data-informed strategy refinements

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

2015—2019

- **Built and led a 10–15 person engagement team**, fostering workplace positivity and cross-team collaboration
- **Planned and executed internal events** that boosted participation by 20% and improved morale
- **Rolled out culture initiatives** based on The Orange Frog Workshop to strengthen shared values
- **Aligned volunteer scheduling** with primary job duties to maintain workflow continuity
- **Developed engagement strategies** to support morale, inclusion, and internal communication

HamiltonsLive—Remote

2011—2011

SEO & Web Development Consultant

- **Built websites** with HTML, CSS, and JavaScript; ran SEO audits and technical fixes to improve visibility
- **Developed A/B tests** and analyzed traffic with Google Analytics to refine content and boost engagement
- **Delivered SEO recommendations** based on audits, analytics, and testing to improve rankings and performance

AOL Inc. (AOL Shopping)—Dulles, VA

2007—2011

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

- **Optimized AOL Shopping SEO** with best practices, **structured data**, and **keyword research** to improve visibility
- **Managed SEO analytics** in **Omniure/Google Analytics**, building automated reports for performance tracking
- **Defined e-commerce strategy** for AOL Shopping, achieving traffic and revenue goals
- **Created product roadmap** and authored user stories and requirements aligned with business goals
- **Expanded taxonomy and information architecture** from 1,500 to 6,000+ levels for better navigation
- **Served as Scrum Master**, guiding international dev teams through Agile sprints and delivery cycles
- **Managed 100+ data feed partner relationships** to optimize product listings and integrations
- **Translated stakeholder needs** into functional product requirements and developer-ready specs
- **Led backlink strategy** and in-network link-building campaigns to improve domain authority

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/>