

Bruce Hamilton

Digital Strategy with Heart

Remote | Sharpsburg, MD

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PROFESSIONAL SUMMARY

Digital Marketing Leader | MarTech Strategist | Data-Driven Growth Driver

Results-oriented digital marketing professional with 15+ years of experience driving scalable growth in B2B tech, SaaS, and compliance-sensitive sectors. Proven expertise in building and executing integrated strategies across SEO, SEM, paid media, email marketing, and marketing automation platforms like HubSpot and Salesforce. Adept at aligning digital tactics with business goals, managing six-figure budgets, and optimizing performance with analytics. Collaborative leader who bridges product, growth, and engineering teams to deliver measurable impact.

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

AREAS OF EXPERTISE

- **Digital Marketing Strategy** – Full-funnel planning across SEO, SEM, email, and paid channels
- **Paid Media & Retargeting** – Campaign execution and optimization via Google Ads, Meta, and programmatic
- **Account-Based Marketing (ABM)** – Persona targeting and orchestration for strategic account growth
- **Marketing Automation & CRM** – Workflow and lifecycle program development in HubSpot and SFMC
- **AI Integration & Literacy Advocacy** – Enabling responsible AI adoption through strategy and education
- **Compliance-Aware Messaging** – Creating ethical, clear content in regulated and emerging tech sectors
- **Customer Data & Analytics** – Leveraging GA4, tagging, and segmentation for performance insights
- **MarTech Stack Ownership** – Aligning tools, teams, and platforms to scale operations
- **Cross-Functional Collaboration** – Driving alignment across Product, GTM, and executive stakeholders

KEY SKILLS

- **Digital Campaign Strategy** – SEO, SEM, paid social, display, and retargeting
- **Analytics & Attribution** – GA4, funnel metrics, A/B testing, GTM, dashboarding
- **Marketing Automation** – HubSpot, SFMC, Pardot; lifecycle workflows & triggers
- **MarTech Integration** – CRM, CMS, AI tools, and cross-platform orchestration
- **ABM & Personalization** – Persona targeting, dynamic content, segmentation logic
- **AI-Enhanced Content** – ChatGPT, Einstein AI, prompt engineering, SEO alignment

EXPERIENCE

HamiltonsLive—Remote

2024—Present

Freelance Digital Marketing Consultant

- Set up cross-channel conversion tracking in **Google Ads, Meta, and Pinterest**
- Configured **GA4** tracking and reports for conversion measurement and retargeting
- Audited **MarTech tools** and provided platform recommendations for **CRM, email, and analytics** systems
- Created lightweight **Looker Studio** dashboards to support campaign performance visibility

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

2011—2024

Marketing Technology Manager—Remote

2021—2024

- Led **MarTech strategy**, aligning business goals with automation, analytics, and campaign performance
- **Deployed GA4** using 550+ custom tags in **GTM**, connected to **BigQuery** for cross-platform tracking and reporting
- **Used AI tools like ChatGPT and Einstein** to enhance segmentation, targeting, and content

- Managed omnichannel campaigns in **Google, Meta, and Pinterest**, optimizing performance and spend
- Developed a custom **GPT solution** for AI-driven tagging and content discoverability
- Increased navigation engagement 2x and search engagement 35% via UX and IA enhancements
- Streamlined email QA workflows, saving \$21K annually and improving team efficiency

Web Business Analyst/Insights Lead—Hybrid

2011—2021

- **Migrated analytics platforms**, saving **\$72K annually** while expanding reporting capabilities
- **Led analytics meetings** to drive data-informed strategy and cross-functional decisions
- Optimized **Google Ads**, increasing **CTR by 30%** and improving **conversion rates**
- Standardized content topics with **PMO**, reducing near-duplicate pages by **20%**
- Increased **organic search traffic 24%** and **social traffic 12%** during overall decline

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

2015—2019

- Led a 10–15 person volunteer team to foster cross-team collaboration and workplace positivity
- Boosted morale and participation 20% through events and Orange Frog–inspired culture initiatives
- Presented engagement strategies to leadership, influencing internal program direction

HamiltonsLive—Remote

2011—2011

SEO & Web Development Consultant

- **Built and optimized websites** with **HTML, CSS, and JavaScript** to improve UX and performance
- **Conducted SEO audits** and delivered **data-backed recommendations** to improve visibility and performance
- **Ran A/B tests** to optimize landing page conversions and user engagement

AOL Inc. (AOL Shopping)—Dulles, VA

2007—2011

Progressed from Technical Writer to Product Manager to SEO Manager

- **Improved SEO visibility** through audits, keyword research, and structured data like **schema**
- **Tracked SEO performance** using **Omniture SiteCatalyst** and **Google Analytics**
- **Led backlink strategy** and in-network link-building to improve domain authority
- **Defined e-commerce strategy and roadmap** to support traffic and revenue goals
- **Expanded taxonomy** from 1,500 to 6,000+ levels to improve site navigation
- **Served as Scrum Master** for global teams, managing Agile delivery cycles
- **Managed product data taxonomy** and platform enhancements to optimize integrations and listings

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/>