

Bruce Hamilton

Digital Strategy with Heart

Remote | Sharpsburg, MD

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PROFESSIONAL SUMMARY

Digital Strategist and Marketing Technologist with 20+ years of experience designing omnichannel strategies that connect business goals to measurable outcomes. Experienced in facilitating collaborative workshops that uncover user needs, align stakeholder priorities, and translate strategy into action. Skilled in leveraging analytics, AI, and personalization across platforms like Sitecore, Salesforce Marketing Cloud, and GA4 to shape customer experiences that resonate and convert. Trusted advisor to cross-functional teams—from discovery through execution—with a track record of enabling smarter decisions, stronger engagement, and scalable growth.

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

AREAS OF EXPERTISE

- **Omnichannel Digital Strategy** – Designing cohesive experiences across platforms and user journeys
- **Customer Journey Mapping** – Visualizing user paths to uncover insights and inform strategy
- **Stakeholder Workshop Facilitation** – Leading collaborative sessions to uncover goals and align teams
- **Research Synthesis & Insight Translation** – Turning qualitative and quantitative findings into actionable strategy
- **Persona Development** – Building audience archetypes to guide content, UX, and messaging
- **Cross-Channel Experience Strategy** – Aligning tone, content, and functionality across digital touchpoints
- **Strategic KPI Definition** – Establishing performance goals that tie directly to business outcomes
- **Analytics & Measurement Frameworks** – Creating tracking plans, dashboards, and reporting ecosystems
- **Cross-Functional Team Leadership** – Guiding delivery teams and partners toward unified objectives

KEY SKILLS

- **GA4 & Google Tag Manager** – Event tracking, configuration, and performance analysis
- **Salesforce Marketing Cloud** – Email automation, audience segmentation, and reporting
- **Applied AI & Predictive Insights** – Using LLMs and platform-native AI to drive targeting, testing, and content strategy
- **Sitecore XP & WordPress** – Content management, personalization, and optimization
- **Data Visualization (Looker Studio, Tableau)** – Dashboards, data storytelling, and automation
- **Process Automation & Cross-Platform Integration** – AI-driven marketing efficiency and data unification

EXPERIENCE

HamiltonsLive—Remote

2024—Present

Freelance Digital Marketing Consultant

- Developed **omnichannel strategies** for nonprofit and creative clients across **content, search, email, and social**
- Facilitated **stakeholder discovery sessions** to align **business goals, marketing priorities, and digital tactics**
- Added **conversion events and Google Ads tracking** in GA4 to improve **paid search attribution and ROAS**
- Translated **user research, performance data, and journey analysis** into actionable **content strategy**
- Advised on **CMS design, SEO, and platform integrations** to boost **engagement and UX**

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

2011—2024

Marketing Technology Manager—Remote

2021—2024

- Led MarTech strategy and execution, aligning business goals with data-driven marketing solutions
- **Configured GA4, BigQuery, and Looker Studio** for unified data, KPI reporting, and performance analysis

- **Applied AI tools (ChatGPT, Einstein, GPT)** to improve segmentation, tagging, and content strategy
- Managed omnichannel ad campaigns (Google, Meta, Pinterest), optimizing performance and spend
- Implemented Google Tag Manager with 550+ custom tags to improve tracking precision
- Increased navigation engagement (2x) and search engagement (35%) through UX and IA enhancements
- Supported Salesforce Marketing Cloud team by advising on data sync, tagging strategy, and CRM alignment

Web Business Analyst/Insights Lead—Hybrid

2011—2021

- Migrated analytics platforms, saving \$72K annually while expanding reporting capabilities
- Led bi-weekly analytics reviews and built interactive dashboards in Looker Studio to inform decision-making
- Optimized Google Ads paid search, increasing CTR by 30% and improving conversion rates
- Implemented Sitecore & Salesforce Marketing Cloud, enhancing marketing automation and CRM efficiency
- Standardized content topics with PMO, reducing near-duplicate content by 20%
- Increased organic search traffic by 24% and social traffic by 12% despite overall traffic decline

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

2015—2019

- Founded and led a 10–15 person volunteer team, fostering workplace positivity and cross-team collaboration
- **Led the design and execution of engagement initiatives, increasing participation by 20%**
- Developed strategies to enhance inclusion, workflows, and employee engagement with minimal disruption

HamiltonsLive—Remote

2011—2011

SEO & Web Development Consultant

- Built and optimized websites using **HTML, CSS, and JavaScript** to enhance **UX and performance**
- Performed **SEO audits and technical fixes**, improving **organic visibility** through **data-driven recommendations**
- Developed and managed **A/B tests**, optimizing **landing page conversions and engagement**
- Analyzed **site traffic and user behavior** with **Google Analytics**, refining content strategy

AOL Inc. (AOL Shopping)—Dulles, VA

2007—2011

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

- Audited and optimized **AOL Shopping** for **SEO best practices**, improving **organic visibility**
- Conducted **keyword research**, structured data setup, and **link-building** to enhance domain authority
- Managed **SEO analytics** with **Omniure SiteCatalyst** and **Google Analytics** to track search trends
- Built **automated performance reports**, monitoring traffic, search, and conversion metrics
- Defined **e-commerce and content strategy**, scaling **taxonomy and IA from 1,500 to 6,000+ levels**
- Created **product roadmap** and authored **user stories** aligned with business goals
- Translated business requirements into **developer-ready specs**, enabling faster product delivery
- Served as **Scrum Master**, leading **international Agile teams** through sprints and delivery cycles
- Managed **100+ product data feeds**, optimizing listings and improving partner relationships

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/>