

Bruce Hamilton

Digital Strategy with Heart

Remote | Sharpsburg, MD

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PROFESSIONAL SUMMARY

Marketing Technology Leader and Business Analyst with 20+ years' experience in digital strategy, customer experience, and data-driven growth across large-scale content and e-commerce platforms. Skilled in aligning business goals with martech and applied AI solutions—including LLMs, predictive models, and platform-native tools—to advance automation, analytics, personalization, and governance. Expertise in marketing automation, CRM, CDP-aligned strategies, and consent/privacy compliance (GDPR, CCPA). Proficient in SQL for marketing datasets, deploying Google BigQuery, and familiar with AWS and GCP. Proven success in remote contract and cross-functional environments.

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

AREAS OF EXPERTISE

- **Marketing Automation & CRM** – Lifecycle marketing and audience targeting with Salesforce Marketing Cloud
- **Digital Experience & MarTech Strategy** – Managing content, personalization, and engagement
- **Customer Data Platforms & Governance** – Driving data strategy, quality, and compliance (GDPR, CCPA)
- **Analytics & Data Integration** – Leveraging GA4, BigQuery, segmentation, and behavioral insights
- **Audience Segmentation & Analytics** – Building SFMC audiences, GTM tracking, and real-time dashboards
- **Omnichannel Marketing** – Coordinating campaigns across email, web, search, and social platforms
- **Strategic Planning & Alignment** – Delivering scalable solutions tied to business objectives

KEY SKILLS

- **GA4 & Google Tag Manager** – Event tracking, configuration, and performance analysis
- **Salesforce Marketing Cloud** – Email automation, audience segmentation, and SQL-based audience creation
- **Customer Data & Governance** – Data strategy, quality, and compliance (GDPR, CCPA)
- **Google BigQuery** – Data integration, analysis, and dashboard reporting
- **Data Visualization (Looker Studio, Power BI)** – Dashboards, data storytelling, and automation
- **Sitecore XP & WordPress** – Content management, personalization, and optimization

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

- Managed **SFMC** marketing automation and CRM to improve lifecycle campaigns and targeting
- QA'd **audience segmentation** in SFMC and ad platforms to ensure data quality and governance compliance
- Configured **GA4** and **BigQuery** for cross-platform integration, KPI reporting, and data accuracy
- Implemented **Google Tag Manager** with 550+ custom tags for advanced event tracking
- Built interactive **Looker Studio** dashboards for real-time marketing performance analysis

- Managed **omnichannel campaigns** (Google, Meta, Pinterest) with optimized targeting and spend
- Leveraged **SFMC Einstein** to enhance audience segmentation, targeting, and personalization
- Built **custom GPTs** to automate tagging, improve discoverability, and personalize campaigns
- Streamlined email QA and testing workflows, saving \$21K annually and boosting team productivity

Web Business Analyst/Insights Lead—Hybrid

2011—2021

- Migrated analytics platforms, saving \$72K annually and expanding reporting capabilities
- Created **Looker Studio** reports and led bi-weekly analytics reviews to drive insights and decision-making
- Optimized Google Ads paid search, increasing CTR by 30% and improving conversions
- Implemented **Sitecore** and **SFMC** to enhance marketing automation, CRM integration, and personalization
- Standardized **content taxonomy**, cutting near-duplicate content by **20%** and boosting organic search by **24%**

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**
- Organized **employee engagement events** that increased **participation by 20%** and boosted **morale**
- Promoted **positivity initiatives** inspired by **The Orange Frog Workshop** to strengthen **team culture**
- Coordinated **volunteer efforts** around **primary job duties** to ensure **minimal disruption to workflows**
- Developed **ongoing strategies** to enhance **morale, inclusion, and employee engagement**

HamiltonsLive—Remote

2011—2011

SEO & Web Development Consultant

- Conducted **SEO audits** and **technical fixes** to improve **organic search visibility** for clients
- 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 **key phrase research** and implemented **structured data** to enhance **search rankings**
- Managed **SEO analytics** using **Omniture SiteCatalyst** and **Google Analytics** to track **search trends**
- Developed **automated reports** to monitor **search performance, traffic, and conversion rates**
- Led **backlink strategy** and **in-network link-building campaigns** to improve **domain authority**
- 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**

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