

## Bruce Hamilton

Digital Strategy with Heart

Remote | Sharpsburg, MD

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### PROFESSIONAL SUMMARY

Business-savvy Consultant and Digital Strategist with 20+ years of experience aligning technology with business outcomes. Adept at driving platform onboarding, stakeholder engagement, and data-informed solutions across CRM, marketing, and analytics ecosystems. Known for translating complex needs into scalable system configurations and intuitive user workflows. Expert in guiding clients through digital transformation with clarity, empathy, and measurable results. Hands-on with GA4, GTM (Google Tag Manager), Salesforce, Sitecore, and applied AI—equipping cross-functional teams to move faster and smarter.

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

### AREAS OF EXPERTISE

- **Business Analysis & Requirements** – Translating stakeholder needs into technical solutions
- **Enterprise Platform Consulting** – Advising on scalable configurations for client systems
- **Client Engagement & Enablement** – Leading training, onboarding, and platform adoption
- **Project & Stakeholder Management** – Aligning priorities across internal and external teams
- **Data Strategy & Analytics** – Supporting insights, reporting, and decision-making workflows
- **CRM, CDP & Workflow Optimization** – Enhancing performance through smart integrations
- **Cross-Functional Collaboration** – Partnering across roles to accelerate delivery
- **SaaS & Cloud Ecosystem Fluency** – Navigating modern, multi-platform environments
- **Platform Integration Strategy** – Connecting systems through APIs, middleware, and data planning

### KEY SKILLS

- **Client Onboarding & Platform Training** – Empowering users through walkthroughs, documentation, and hands-on sessions
- **Business Analysis & Requirements Gathering** – Scoping technical needs, workflows, and stakeholder objectives
- **Data Integration & Workflow Design** – Planning and connecting systems to optimize business operations
- **CRM, CDP & SaaS Ecosystems** – Experience with Salesforce, HubSpot, Segment, and related tools
- **Project Scoping & Cross-Team Alignment** – Leading collaborative delivery across internal and external teams
- **Technical Documentation & Knowledge Transfer** – Creating SOPs and platform guides to support long-term adoption

### EXPERIENCE

#### HamiltonsLive—Remote

2024–Present

*Freelance Digital Marketing Consultant*

- Consulted on GA4 and Looker Studio setup, reporting, and custom conversion tracking
- Delivered platform research and CRM/email recommendations to improve marketing stack performance
- Set up cross-channel tracking for Google Ads, Meta, and Pinterest to support retargeting
- Provided training on dashboards and automation tools to support client onboarding and adoption

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

2011–2024

*Marketing Technology Manager—Remote*

2021–2024

- Led cross-platform MarTech strategy, aligning business goals with data-driven marketing solutions

- Configured GA4 and BigQuery for integrated reporting and enhanced performance visibility
- Enabled scalable performance tracking by deploying GA4 via GTM with 550+ custom tags, triggers, and variables
- Built dashboards in Looker Studio to support stakeholder decision-making in real time
- Delivered platform evaluations and AI-enhanced workflows to improve segmentation and personalization
- Streamlined QA processes, reducing testing time and saving \$21K annually

#### *Web Business Analyst/Insights Lead—Hybrid*

2011—2021

- **Saved \$72K annually** by migrating analytics platforms via **GTM**, while also expanding reporting
- Implemented Sitecore and Salesforce Marketing Cloud to enhance CRM and marketing automation workflows
- Built interactive Looker Studio reports for self-service performance monitoring and data storytelling
- Standardized content topics with PMO, reducing redundancy and improving internal coordination
- 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**
- 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**
- Developed **ongoing strategies** to enhance **morale, inclusion, and employee engagement**

#### **HamiltonsLive—Remote**

2011—2011

##### *SEO & Web Development Consultant*

- Built and optimized websites using **HTML, CSS, and JavaScript** to improve UX and performance
- Led SEO audits and implemented **technical fixes** to enhance search rankings and visibility
- Deployed A/B testing and Google Analytics insights to optimize content and conversions
- Delivered data-informed recommendations to improve **site performance** and support client goals

#### **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 using **Omniture analytics** to improve SEO and track performances
- Developed **automated reports**, led **keyword research**, and implemented **structured data**
- Led **backlink strategy** and in-network **link-building** to increase **domain authority**
- Defined e-commerce strategy, authored **user stories**, and aligned **roadmaps** with business goals
- Managed **100+ data feed partners** and optimized product listings and integrations
- Served as **Scrum Master**, guiding international Agile teams across multiple releases
- Translated stakeholder needs into **functional requirements** and dev-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

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