

## Bruce Hamilton

Digital Strategy with Heart

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### PROFESSIONAL SUMMARY

Product Manager with 20+ years of experience leading digital strategy, AI-powered discovery, and enterprise search optimization across complex MarTech ecosystems. At AOPA, managed and evolved site search from early implementations using on-prem Google Search Appliance and custom CSEs to full-scale deployment and administration of Coveo. Partnered directly with Coveo to pilot an AI-powered smart search agent, driving measurable gains in engagement and user experience. Adept at translating business needs into scalable product roadmaps, actionable search configurations, and cross-functional delivery plans. Combines technical fluency, UX intuition, and data-driven product thinking to deliver intelligent, human-centered digital experiences.

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

### AREAS OF EXPERTISE

- **Enterprise Search Strategy & Optimization** – Coveo, Google Search Appliance, and CSE evolution
- **AI-Powered Discovery & Recommendations** – Personalization, query tuning, and relevance models
- **Product Roadmapping & Feature Definition** – Turning insights and needs into delivery plans
- **Cross-Functional Team Leadership** – Bridging UX, engineering, analytics, and business stakeholders
- **Digital Experience Design & UX Strategy** – Enhancing navigation, content structure, and engagement
- **Analytics & Behavioral Insights** – GA4, Looker Studio, KPI dashboards, search effectiveness
- **MarTech Ecosystem Integration** – Sitecore, Salesforce Marketing Cloud, Tag Management
- **Business Analysis & Stakeholder Alignment** – Requirements gathering and solution translation
- **Applied AI & Platform Innovation** – GPTs, predictive modeling, and generative UX pilots

### KEY SKILLS

- **Coveo Platform Administration & Optimization** – Query pipelines, ML tuning, relevance strategies, and usage reporting
- **GA4, Tag Manager & Looker Studio** – Behavioral tracking, KPI dashboards, and performance storytelling
- **Sitecore XP, WordPress & CMS Platforms** – Content architecture, UX optimization, and personalization
- **Salesforce Marketing Cloud & CRM Tools** – Segmentation, automation, and audience insights
- **Applied AI & GPT Integration** – Generative pilots, targeting enhancements, and automation workflows
- **Cross-Platform Ecosystem Alignment** – Orchestrating search, CMS, CRM, and analytics for cohesive delivery

### EXPERIENCE

#### HamiltonsLive—Remote

2024–Present

*Freelance Digital Marketing Consultant*

- **Advised on platform selection and MarTech strategy** for small business growth
- **Configured GA4, Tag Manager, and Looker dashboards** for performance tracking
- **Built multi-channel conversion tracking** for **Google Ads, Meta, and Pinterest**
- **Provided CRM and email automation recommendations** to streamline outreach
- **Delivered training and onboarding** for **analytics dashboards** and reporting

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

2011–2024

### Marketing Technology Manager—Remote

2021—2024

- Directed MarTech strategy and execution, aligning digital goals with scalable, data-driven solutions
- Optimized Coveo search platform, boosting engagement 35% through query tuning, analytics, and UX gains
- Partnered with Coveo to design an AI-powered search agent concept focused on content discoverability
- Configured GA4 and BigQuery integrations to centralize performance tracking and behavior insights
- Led UX improvements that doubled navigation engagement and enhanced content discovery
- Built real-time dashboards in Looker Studio to support executive decision-making and marketing optimization
- Implemented 550+ GTM tags to enhance analytics precision and campaign measurement
- Advised leadership on AI applications for content tagging, personalization, and discovery strategies
- Streamlined QA and testing workflows, saving \$21K annually and improving delivery speed

### Web Business Analyst/Insights Lead—Hybrid

2011—2021

- Migrated analytics platforms, saving \$72K annually while expanding reporting capabilities
- Developed self-serve performance dashboards in Looker Studio to enable stakeholder access to KPIs
- Implemented Sitecore and Salesforce Marketing Cloud, improving automation workflows and CRM targeting
- Managed search evolution, transitioning from Google Search Appliance to custom CSE, then to Coveo
- Standardized content taxonomy, reducing duplicate content by 20% and improving search performance

### 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 visibility
- Analyzed site behavior with Google Analytics and provided strategic SEO recommendations

### AOL Inc. (AOL Shopping)—Dulles, VA

2004—2009

#### Progressed from Technical Writer to Product Manager to SEO Manager

- Created product roadmap and authored user stories and requirements aligned with business goals
- Served as Scrum Master, leading international dev teams through Agile sprints and successful feature delivery
- Expanded taxonomy and information architecture from 1,500 to 6,000+ levels to improve product navigation
- Managed 100+ data feed partner relationships, optimizing product listings and platform integrations
- Led SEO strategy for AOL Shopping, improving organic visibility through structured data and keyword targeting

## 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/>