

Bruce Hamilton

Digital Strategy with Heart

Remote | Sharpsburg, MD

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PROFESSIONAL SUMMARY

Experience-driven Marketing Technologist and Business Analyst with 20+ years of expertise spanning content systems, campaign logic, and digital experience delivery. Adept at building and optimizing structured experiences using metadata, conditional logic, and templated platforms—driving scalable content operations across web, email, and CRM ecosystems. Hands-on experience with Salesforce Marketing Cloud, Sitecore XP, and GA4 to support personalized messaging, automation, and attribution. Skilled in stakeholder collaboration, agile execution, and content QA—bridging strategy and implementation to deliver measurable, user-centered results.

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

AREAS OF EXPERTISE

- **MarTech Strategy & Execution** – Driving automation, optimization, and engagement
- **Marketing Automation & CRM** – Optimizing lifecycle marketing and audience targeting
- **CDP, AI & Personalization** – Implementing data-driven personalization strategies across channels
- **Customer Data & Analytics** – Leveraging GA4, segmentation, and behavioral insights
- **Strategic Planning & Alignment** – Delivering scalable solutions to business goals
- **Business Analysis & Requirements** – Translating stakeholder needs into MarTech solutions
- **Digital Experience & CMS** – Managing enterprise content and personalized experiences
- **Omnichannel Marketing** – Managing campaigns across email, web, search, and social platforms
- **Data Integration & Tag Management** – Deploying tracking solutions and performance dashboards

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, Power BI)** – 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

- 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

- Led **MarTech strategy and execution**, aligning business goals with **data-driven marketing solutions**

- Configured **GA4** and **BigQuery** for **cross-platform data integration** and enhanced **KPI reporting**
- Leveraged **AI tools** like **ChatGPT**, **Einstein**, and more to enhance **segmentation**, **targeting**, and **content creation**
- Managed **omnichannel ad campaigns** (**Google**, **Meta**, **Pinterest**), optimizing **performance and spend**
- Implemented **Google Tag Manager** with **550+ custom tags** to improve **tracking precision**
- Built **interactive dashboards** in **Looker Studio** for **real-time marketing performance analysis**
- Increased **navigation engagement (2x)** and **search engagement (35%)** through **UX and IA enhancements**
- Developed a **custom GPT solution**, advising **leadership** on **AI-driven content tagging** and **discoverability**
- **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** while expanding **reporting capabilities**
- Led **bi-weekly analytics meetings**, driving **marketing insights** and **data-driven decisions**
- Created **interactive reports in Looker Studio**, enabling **self-serve performance monitoring**
- 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 an 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**
- 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

- Built and optimized websites using **HTML**, **CSS**, and **JavaScript** to enhance **UX and performance**
- 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
- Provided **data-driven SEO recommendations** to improve **rankings** and **site performance**

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 **Omniure 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**
- Authored and edited **SEO-optimized content** and **internal documentation** to support **development**

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/>