

Bruce Hamilton

Digital Strategy with Heart

Remote | Sharpsburg, MD

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PROFESSIONAL SUMMARY

Marketing Technology and Business Analyst with 20+ years of experience driving digital strategy, customer experience, and data-driven growth. Adept at aligning business goals with Martech and applied AI solutions—including LLMs, predictive models, and platform-native tools—to advance automation, analytics, and personalization across omnichannel platforms. Hands-on with tools like Sitecore XP, Salesforce Marketing Cloud, and GA4 to improve engagement, attribution, and decision-making. Skilled in business analysis, stakeholder collaboration, and cross-functional execution, delivering measurable impact through strategies grounded in data—and powered by empathy.

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
- Built **GA4 audiences** and set up **conversion tracking** (Google Ads, Meta, Pinterest) for cross-platform retargeting
- Conducted **platform research** and provided recommendations on CRM and email platforms
- 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 **analytics meetings** and built **Looker Studio reports** to enable self-serve insights and data-driven decisions
- Optimized **Google Ads** paid search, increasing **CTR 30%** and improving conversions
- Implemented **Sitecore & Salesforce Marketing Cloud**, enhancing automation and CRM efficiency
- Standardized **content topics** with PMO, reducing near-duplicate content by **20%**
- Increased **organic traffic 24%** and **social traffic 12%** during 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
- Boosted morale and participation **20%** by organizing **engagement events** and promoting **Orange Frog initiatives**
- Sustained **morale and inclusion** by coordinating **volunteer efforts** with job duties and developing strategies

HamiltonsLive—Remote

2011—2011

SEO & Web Development Consultant

- Improved **UX and organic visibility** by building sites (**HTML, CSS, JavaScript**) and performing **SEO audits/fixes**
- Ran **A/B tests** and analyzed **Google Analytics** data to refine strategy and boost conversions
- Provided **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

- Performed **SEO audits, keyword research, and structured data optimization** to improve visibility and rankings
- Managed **SEO analytics** (Omniture, GA) and built **automated reports** to track trends, traffic, and conversions
- 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/IA** from 1,500 to 6,000+ levels for better navigation
- Served as **Scrum Master**, leading international dev teams through **Agile sprints** and delivery cycles
- Managed **100+ partner relationships**, optimizing product listings and integrations
- Translated **stakeholder needs** into functional product requirements and developer-ready specs
- Authored **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/>