

## Bruce Hamilton

Digital Strategy with Heart

Remote | Sharpsburg, MD

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### PROFESSIONAL SUMMARY

**Digital Marketing Project Manager** with 20+ years of experience driving enterprise website initiatives, content optimization, and data-driven marketing performance. Hands-on with **Sitecore XP**, **Google Tag Manager (GTM)**, and **GA4**. Experienced in managing web migrations, SEO improvements, and analytics integrations that enhance UX and business outcomes through **data- and AI-informed optimization**. Skilled in coordinating cross-functional teams, agencies, and vendors to deliver projects on time and within scope. Adept at translating strategy into execution—aligning marketing, data, and technology to achieve **measurable, cost-effective results**.

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

### AREAS OF EXPERTISE

- **Project Management** – Managing timelines, milestones, team & vendor deliverables in Wrike, Jira, & related tools
- **Website Management (CMS)** – Hands-on content creation and QA in Sitecore XP, WordPress, and enterprise CMSs
- **Analytics & Reporting** – Using GTM, GA4, and Looker Studio to drive UX and site performance decisions
- **SEO Strategy & Optimization** – Leading SEO initiatives, schema, and metadata best practices across AOPA sites
- **Stakeholder & Vendor Coordination** – Aligning cross-functional teams and partners on deliverables and deadlines
- **Content Governance & Support** – Advising teams on CMS standards, tagging, and content accuracy across teams
- **Digital Strategy & Execution** – Bridging marketing, analytics, and tech to deliver measurable business outcomes
- **Data-Driven Decision Making** – Translating analytics into insights guiding UX, SEO, and optimization strategy

### KEY SKILLS

- **Sitecore XP & WordPress** – Content management, personalization, and enterprise website optimization
- **Analytics (GA4 & Google Tag Manager)** – Event tracking, tagging, and performance analysis for UX and marketing insights
- **Data Visualization (Looker Studio, Power BI)** – Dashboards, trend analysis, and executive reporting
- **SEO & Optimization** – Keyword strategy, metadata, and Q&A schema implementation for organic growth
- **Project Management Tools (Wrike, Jira)** – Timeline, deliverable, and dependency tracking across teams
- **Accessibility Standards (WCAG, ADA)** – Ensuring inclusive, high-quality user experiences across web platforms

### 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

- Built **Sitecore pages**, integrated **GTM code**, and trained teams on content publishing and updates
- Configured **GA4, GTM, and BigQuery** for cross-platform tracking, analytics accuracy, and KPI reporting
- Built **interactive dashboards in Looker Studio** for real-time performance and stakeholder reporting

- Optimized **digital ad spend** across membership campaigns to maximize ROI and engagement
- Guided **vendor transitions (Brightcove → YouTube, Litmus → Email on Acid)**, saving **\$100K+ annually**
- Led **digital strategy and execution**, aligning marketing goals with data-driven optimization initiatives
- Improved **navigation and search engagement** through UX and information architecture refinements
- Managed **omnichannel campaigns** (Google, Meta, Pinterest), improving engagement and conversion metrics
- Collaborated with cross-functional teams on **AI content tagging** and data-driven discoverability initiatives
- Streamlined **QA and testing workflows**, improving email accuracy and saving **\$21K annually**

*Web Business Analyst/Insights Lead—Hybrid*

2011—2021

- Supported Sitecore implementation, advocating analytics tagging and user-focused publishing standards
- Partnered with PMO to standardize content strategy, reducing duplication by 20%
- Migrated analytics platforms, saving \$72K annually and expanding enterprise reporting capabilities
- Built Looker Studio dashboards and led analytics reviews to support data-driven decisions
- Supported Salesforce Marketing Cloud integration, improving data flow and campaign targeting
- Optimized Google Ads strategy, improving CTR 30% and conversion performance
- Increased organic traffic 24% and social traffic 12% during an industry-wide decline

*Fly-It Forward Team Lead (Internal Volunteer Engagement Initiative)—Hybrid*

2015—2019

- Founded and led a **10–15 member 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/>