

KATE HAMILTON

DIGITAL MARKETING STRATEGIST | JOURNALIST | STORYTELLER

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ABOUT

Trained "storyteller" and content creator highly skilled at developing compelling content and impactful marketing strategies and specializes in integrating and applying content marketing, social media and new technologies for B2B and consumer businesses. Before transitioning to digital marketing, spent almost a decade as a B2B journalist.

CLIENT PORTFOLIO

P&G

TETRA PAK

NIKE

BAXTER

NESPRESSO

GAP

WALGREENS

DOMINOS

UPS

KAISER PERMANENTE

LIBERTY BANK

FANNIE MAE

JESSICA LAGRANGE INTERIORS

EXPERIENCE

DIRECTOR, CONTENT MARKETING & DIGITAL STRATEGY | **TMP WORLDWIDE**

2015 - PRESENT

Develops content and digital strategies for Fortune 500 corporations: Procter & Gamble, Cargill, Walgreens and UPS. Leads 20+ team of content strategists and content marketers who support strategic content marketing plans for talent acquisition and recruitment marketing objectives by integrating content, social and digital technologies for variety of clients.

Twelve months after joining TMP as a Digital Strategist developing strategies for software clients, utilizing the SAAS platform TalentBrew, I was asked to take ownership of the content team to leverage my expertise. Within 12 months, I recruited, replaced and trained 90% of the existing team, developed new processes to virtually eliminate recurring errors, instituted a templated approach to maximize efficiency and created content presentations, infographics, blog posts and subject matter expert presentations used throughout the company.

FOUNDER + PUBLISHER | **LOGANSQUARIST LLC**

2011 - PRESENT

Manages all-volunteer hyperlocal online publication that serves and engages Chicago's Logan Square neighborhood.

- **Community.** Reaching more than 12,000+ users/month
- **Engaged Social Audience.** Engaging 17,000+ fans
- **Newsletter Engagement.** Connecting with 4,000+ daily and weekly subscribers
- **Volunteer Supported.** Staffed by 30+ writers, event planners and photographers
- **Annual fundraiser.** Raising \$7k for the organization per year to cover operational expenses
- **Hosted Events.** Planning monthly meetups and special events (Taco Crawl, Amazing Race) drawing 50+ people per event

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SKILLS

Digital Content Marketing Strategy

Content Creation + Journalism

Client Service + Account Management

Team Management

Website Design + Management

AWARDS

2016 Resolution Recipient for LoganSquarist from Cook County Commissioner Luis Arroyo Jr., 8th District

2012 RedEye Chicago Twitter Handle to Follow, @LoganSquarist

2011 Hanley Wood Red Point Finalist for the Smart category

2006 TABBIE Feature Award winner for "Spa Cuisine," Skin Inc., 11th Honorable Mention

CONNECT ON SOCIAL



@KATEMHAMILTON

EXPERIENCE (CONT)

VICE PRESIDENT, CLIENT SERVICES | INTRALINK GLOBAL

2013 - 2015

Led account service team and coordinated content development, social media, email outreach, public relations and technology teams to execute cross-platform integrated marketing strategies for all clients, including Fortune 500 companies such as Tetra Pak, Jessica Lagrange Interiors and Fannie Mae.

DIGITAL MARKETING MANAGER & CONTENT STRATEGIST | LIGHTSPAN DIGITAL

2012 - 2013

Created content marketing strategies and implemented social media campaigns for variety of clients by supervising accounts, developing strategy and planning. Led and expanded customized social media training course program covering social media 101.

MANAGING EDITOR, CONCRETE CONSTRUCTION MAGAZINE | HANLEY WOOD

2006 - 2012

Managed editorial content for cornerstone publication in the commercial construction division. Helped redesign ConcreteConstruction.net, launched in December 2010.

ASSISTANT EDITOR, SKIN INC. MAGAZINE | ALLURED PUBLISHING CORP.

2004 - 2006

Wrote award-winning feature articles and industry-first, Spa Cuisine column that generated increased readership.

EDUCATION

UNIVERSITY OF IOWA | 2004

Bachelor of Arts, double major in Communications Studies and Journalism & Mass Communications