



# KATE M HAMILTON

DIGITAL MARKETING STRATEGIST | JOURNALIST | STORYTELLER



## ABOUT

Trained "storyteller" and content creator highly skilled at developing compelling content and impactful marketing strategies that leverage digital technologies, content messaging platforms and social networking communities. Frequent speaker, panelist and lecturer on digital marketing strategy, social media community management and journalism.

## GUEST SPEAKER

Social Media Strategies Summit, Loyola University Chicago, Social Media Week Chicago and HandsOn Tech

## CONTACT

1951 N. Whipple, #2  
Chicago, IL 60647

📞 630-448-0027

✉ [katemhamilton@gmail.com](mailto:katemhamilton@gmail.com)

🌐 [katemhamilton.com](http://katemhamilton.com)

📄 [Professional Portfolio](#)

## EXPERTISE



Digital Content Marketing Strategy



Journalism + Content Creation



Account + Project Management



Website Design + Management

## WORK EXPERIENCE

OCT 2013

PRESENT

### VP of Client Services

INTRALINK GLOBAL, CHICAGO, IL

- **Account Manager.** Leads accounts in coordinating content development, social media, email outreach, public relations and technology teams to execute cross-platform integrated marketing strategies for all agency's clients, including Fortune 500 companies
- **Digital Strategist.** Develops integrated strategic marketing plans, including content, email and social marketing, and public relations
- **Project Manager.** Manages digital projects to hit deliverable deadlines and projects effectively
- **New Business Development.** Develop and prepare strategic proposals for new prospects that outline targeted plans
- **Operations Manager.** Develops and implements optimal processes for managing operations; directs marketing strategy

APR 2011

PRESENT

### Founder & Publisher

LOGANSQUARIST LLC, CHICAGO, IL

Hyperlocal online publication serving Chicago's Logan Square area

- **Community Reach.** Reaching more than 12k unique users/month
- **Engaged Social Community.** Engaging 10,000+ social fans
- **Newsletter.** Connecting with 2,600+ daily and weekly subscribers
- **Volunteer.** Staffed by 20+ writers, event planners and photographers

## AWARDS

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

## PROFICIENCIES

- **Content management systems:** multiple CMS platforms (including Tridion and MIG), Google Sites
- **Social media platforms + technologies:** Twitter (Hootsuite, TweetDeck), Facebook, LinkedIn, Google+, YouTube, Instagram
- **Blog publishing software:** WordPress, Blogger, Tumblr, ExpressionEngine
- **Google Analytics** Individual Qualification Certification
- **Productivity Apps:** MS Office Suite, iWork, Google Apps
- **Adobe:** InCopy, Photoshop, Acrobat
- **Style Manuals:** AP Style, MLA, Chicago Manual of Style

## EDUCATION

University of Iowa, Bachelor of Arts, double major in Communication Studies and Journalism & Mass Communication, 2004

Graduated Lambda Pi Eta and Phi Sigma Theta



[/katemhamilton](#)

MAY 2012

SEP 2013

### Digital Marketing Manager & Content Strategist

LIGHTSPAN DIGITAL, CHICAGO, IL

- **Content Strategist.** Developed content marketing strategy and implemented social media campaigns for variety of clients including retail, food service, not-for-profit and technology companies
- **Account Manager.** Supervised accounts (i.e., Acquirent, Trifactive, David Tutera Embellish and more), developed strategy and planning, created marketing editorial calendars and managed resources
- **Trainer.** Led and expanded social media training program: a comprehensive, customized course covering fundamentals of social media marketing and how to execute strategic plan with purpose

OCT 2006

APR 2012

### Managing Editor, Concrete Construction magazine

HANLEY WOOD, CHICAGO, IL

- **Managing Editor.** Developed and managed editorial deadlines; served as the liaison between editorial, art and production departments; edited and proofread; and maintained editorial style
- **Project Manager.** Served as primary content developer for all trade show-related publications for World of Concrete—an annual event for the concrete construction industry attracting more than 60,000 professionals—including Show Program, Pre-Show Planner and onsite Daily News (totaling 600 pages)
- **Website Redesign Editorial Leader.** Provided editorial input in redesign of ConcreteConstruction.net, launched in December 2010. Role encompassed site design, editorial focus, site organization/navigation and editorial content review

MAY 2004

SEP 2006

### Assistant Editor, Skin Inc. magazine

ALLURED PUBLISHING CORP., CAROL STREAM, IL

- **Innovative Content Provider.** Developed industry-first, ongoing Spa Cuisine column that generated increased readership
- **Content Manager.** Provided maintenance to two trade show websites (including site redesigns), supplied content, edited show program and assisted with onsite conference management
- **Project Manager.** Led transition and implementation of new data management tool for five company directories. Managed continual content and marketing initiatives for *Skin Inc.* magazine's Buyer's Guide, generating a fourfold revenue increase
- **Writer/Editor.** Managed key magazine departments, and wrote lead features and columns