

KATE HAMILTON

GROWTH LEADER. STRATEGIST. STORYTELLER.

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ABOUT

Seasoned marketing and sales executive with over 20 years of experience, showcasing a consistent track record of success across various roles. Proven expertise in driving business growth through strategic leadership, innovative lead-generation initiatives, and team building. Leveraged for expertise in developing go-to-market strategies and leading transformative rebranding efforts to contribute to the success of a dynamic organization.

EXPERTISE

- Strategic Planning
- GTM, Digital and Account-based Marketing
- Brand Development and Management
- Sales Strategy and Business Development
- Sales Forecasts and Deal Analysis
- Data-Driven Decision Making
- Market Research and Analysis
- CRM and Lead Generation
- Team Leadership and Management
- Project Management
- Excellent Communication and Presentation Skills

EXPERIENCE

VP, GROWTH, 8TH LIGHT 2021-PRESENT

As an executive leader, I spearheaded the creation and integration of both marketing and sales functions, driving strategy, building high-performing teams, and developing a robust lead-generating infrastructure to fuel the company's growth. Promoted in less than two years to take over the sales function, I have been instrumental in crafting and executing go-to-market strategies, sales initiatives, and employer brand enhancements aligned with the organization's goals.

- Built and led marketing and sales teams, establishing a unified growth strategy focused on filling the funnel, outbound prospecting, hosted industry events and a conference strategy that contributed to the company's objectives.
- Developed and implemented go-to-market plans and sales initiatives that drove revenue growth and market expansion.
- Led a transformative rebranding effort that better articulated the organization's value proposition, visual identity and messaging, enhancing brand resonance and client engagement.
- Advocated for authentic storytelling, highlighting the collaborative successes of our teams with clients to effectively engage prospective buyers, clients, talent and industry stakeholders.

VP, DIGITAL MARKETING, IMAGINATION PUBLISHING 2019-2021

Promoted from VP of Content to VP of Digital Marketing, I successfully took over the digital marketing team, driving innovative strategies and cohesive positioning for integrated content and digital marketing services across the firm.

- Directed a multidisciplinary team of digital marketing experts, including video production, podcasting, SEO, paid media, social strategy, analytics, digital design, and web development.
- Provided strategic vision and leadership, ensuring cohesive integration of content and digital marketing services to effectively reach target audiences and support overall program goals.
- Fostered a culture of continuous improvement and innovation, driving the adoption of a test-and-learn mentality to optimize digital marketing efforts and increase audience engagement.
- As VP of Content, I led content strategy for several clients, including Epsilon, JP Morgan Chase, Amica Insurance and Dawn Foods, ensuring alignment with their goals and maximizing engagement.

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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

EDUCATION

UNIVERSITY OF IOWA

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

REFERENCES

Provided upon request

FOUNDER + PUBLISHER, LOGANSQUARIST LLC 2011-2023

Founded and led a volunteer-driven hyperlocal online community publication that served and engaged Chicago's Logan Square neighborhood. For over 12 years, the organization served as a vital community hub, providing impactful journalism and hosting over 200 events that fostered community interaction among 12K+ monthly readers, 17K+ social media followers, and 4K+ email subscribers.

DIRECTOR, CONTENT MARKETING, TMP WORLDWIDE 2015-2019

Promoted from Digital Strategist to Director of Content, I took over an existing team of 20 content marketers and transformed it into a results-oriented, data-driven team supporting recruitment marketing strategies for Fortune 100 companies.

As Digital Strategist, I developed and executed digital strategies for major clients, including Procter & Gamble, Walgreens and UPS, to enhance talent acquisition and recruitment marketing efforts through content, social and digital tactics, as well as SaaS platform tools.

VP, CLIENT SERVICES, INTRALINK GLOBAL 2013-2015

During my tenure, I served multiple roles across digital strategy, new business development and account services to coordinate cross-functional teams. I developed and executed integrated marketing strategies across content, social media, email outreach, public relations, and technology to drive client success for Fortune 500 companies including Tetra Pak and Fannie Mae.

DIGITAL MARKETING MANAGER, LIGHTSPAN DIGITAL 2012-2013

I developed and executed comprehensive content marketing strategies and implemented social media campaigns for diverse clients, including those in retail, food service, not-for-profit, and technology sectors.

MANAGING EDITOR, HANLEY WOOD 2006-2012

After a promotion from Associate Editor, I oversaw editorial management for two B2B publications; developed all trade show-related publications for World of Concrete; and provided editorial input for the redesign of *Concrete Construction* magazine's website.

ASSISTANT EDITOR, ALLURED PUBLISHING 2004-2006

As an innovative content creator, I wrote and edited key departments, features, and columns, as well as developed an industry-first Spa Cuisine column. I also managed *Skin Inc.* magazine's Buyer's Guide achieving a fourfold revenue increase.