



KATE HAMILTON

STRATEGIC MARKETING EXECUTIVE | FRACTIONAL CMO | BRAND & CONTENT STRATEGIST

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KATE M
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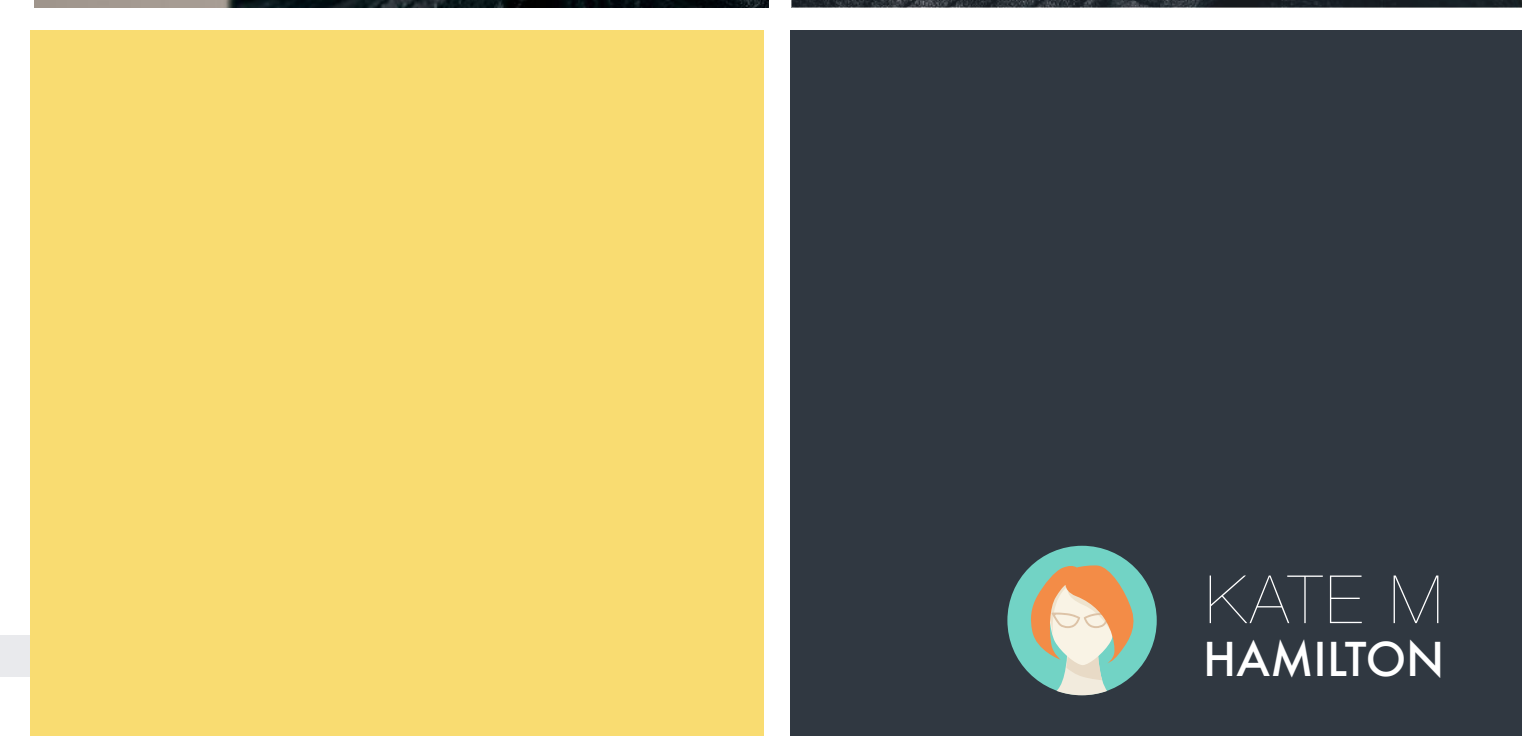
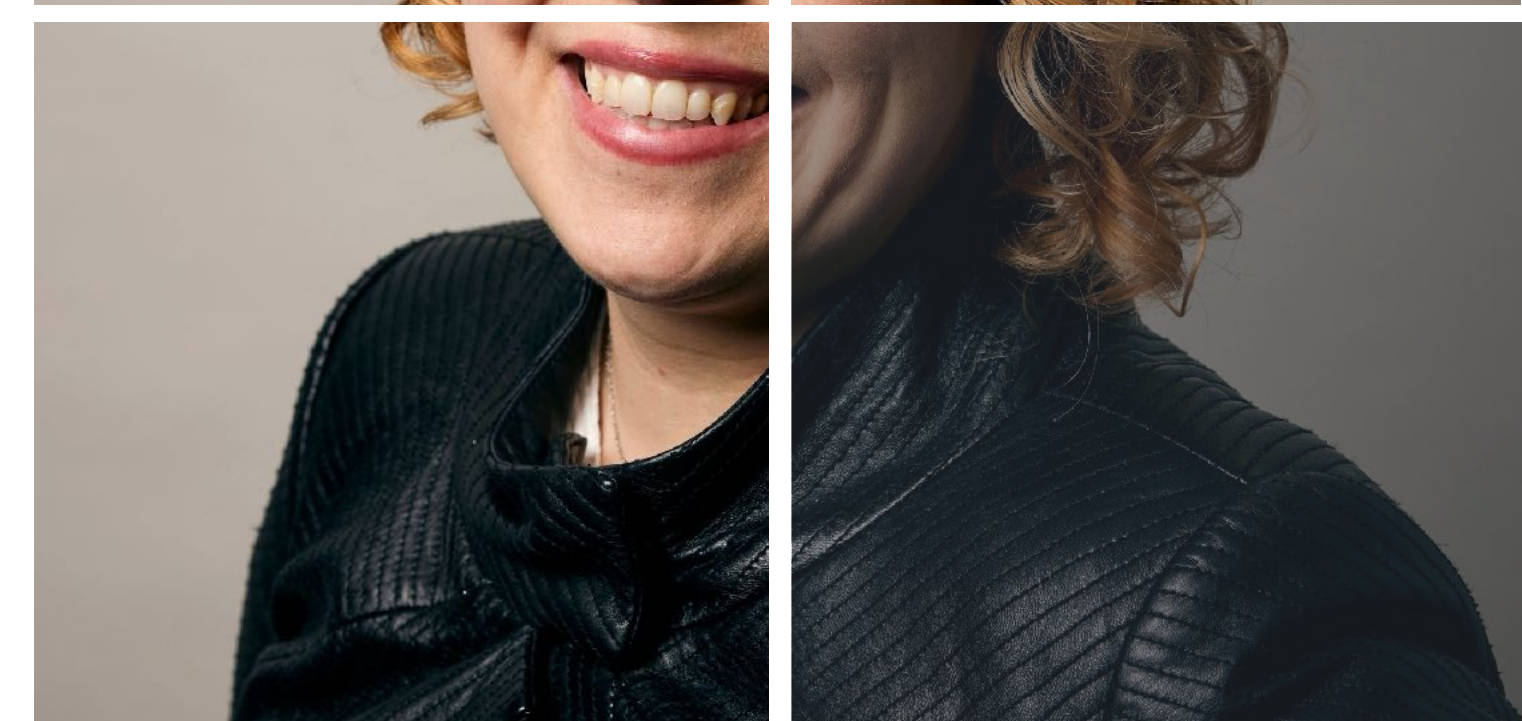
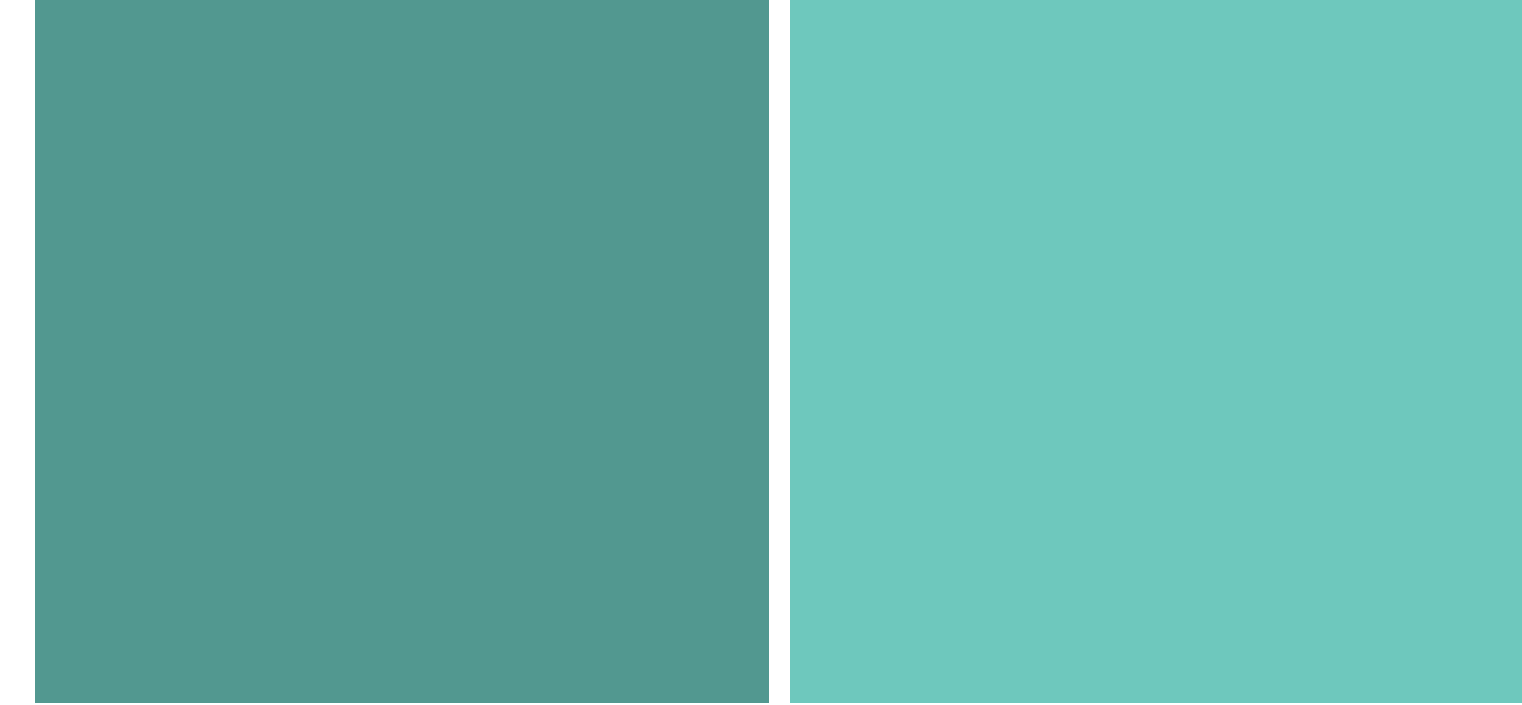
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Hi. I'm Kate.

Strategic marketing leader with 20+ years of experience. I help organizations clarify their voice, evolve their brand and scale with intention. I bring a rare blend of creative vision, strategic rigor and hands-on leadership.

 [More about me](#)



CORE SERVICES

Supporting fast-growing teams and established organizations during moments of transition, repositioning or scale.



STRATEGIC MARKETING ADVISORY & FRACTIONAL CMO LEADERSHIP

Build your foundation. Lead with clarity. Scale with intention.

Senior-level guidance—without the full-time overhead—to shape strategy, architect marketing functions and align teams during periods of growth or transformation.



GROWTH & GO-TO-MARKET STRATEGY

Align your funnel. Focus your efforts. Drive results.

Advisory on GTM planning, funnel design, demand generation, sales enablement and marketing-sales alignment to unlock traction.



LEADERSHIP COACHING FOR MARKETING TEAMS

Empower people. Develop teams. Build for the future.

Coaching for marketers to improve prioritization, planning, stakeholder influence and cross-functional collaboration.



BRAND STRATEGY & REPOSITIONING

Clarify your story. Align your teams. Elevate your presence.

Brand audits, collaborative sessions, rebrands, value proposition development and employer brand alignment for evolving organizations.



CONTENT & THOUGHT LEADERSHIP DEVELOPMENT

Elevate your voice. Build trust. Grow influence.

Content audits, messaging architecture, editorial planning, and executive positioning to increase visibility and establish authority.



SELECTED CLIENTS & IMPACT

From Fortune 500 companies to local businesses and founder-led teams, I've helped clients clarify their voice, evolve their brand and scale with intention. [👉 View my full portfolio](#)



8TH LIGHT

Repositioned brand and go-to-market strategy, launched company's first demand engine, and generated **\$2.5M+** in new revenue with a 47% win rate.



LOGANSQUARIST

Founded and scaled a hyperlocal news and events platform—built a 30+ person volunteer team, hosted 200+ events, and cultivated a loyal, engaged neighborhood audience.



PROCTER & GAMBLE

Led global digital strategy for talent acquisition—integrated career site experience, persona-based messaging, and social distribution frameworks for regional teams.



TETRA PAK

Directed thought leadership and content strategy for U.S. B2B market—drove **53% of traffic** via organic search and doubled social engagement in under a year.



IMAGINATION

Unified content and digital practices, led client strategy for Epsilon, Amica Insurance and Dawn Foods, and **scaled a multidisciplinary team** across SEO, paid, video, and web.



JPMORGAN CHASE

Led digital strategy for a **thought leadership program** focused on international fraud awareness and aimed to position the brand as an authority in cross-border finance.





STRATEGIC & **HUMAN-CENTERED**

I bring a mix of big-picture thinking and real-world pragmatism—balancing data, creativity and empathy to guide organizations through complex growth moments.

I partner with executive teams to:

- ✓ Clarify market positioning
- ✓ Build scalable and accountable teams
- ✓ Align marketing to business outcomes
- ✓ Architect meaningful, story-driven campaigns
- ✓ Strengthen buyer journeys with smart touch points



WHAT I DELIVER

Strategic clarity. Scalable systems. Measurable growth.

STRATEGIC ALIGNMENT

- **Increased win rates.** 47% win rate on marketing-sourced deals, a 27% lift from baseline
- **Revenue growth.** Generated \$2.5M+ in new business through marketing-led campaigns
- **Go-to-market traction.** Launched first unified demand engine and outbound strategy at 8th Light

BRAND TRANSFORMATION

- **Rebrand leadership.** Led company-wide rebrands to sharpen positioning and elevate presence
- **Messaging systems.** Developed brand architecture and value props to align internal teams and audiences
- **Employer brand.** Reimagined employer brand positioning to support talent acquisition and culture

GROWTH & CHANNEL PERFORMANCE

- **Community expansion.** 200%+ growth in qualified talent community through segmentation strategy
- **Organic reach.** 12% of site traffic driven by content-led blog strategy for B2B tech
- **Engagement uplift.** 37% lift in email open rates and 13% CTR increase for luxury brand campaigns

CONTENT & THOUGHT LEADERSHIP ROI

- **Audience growth.** Doubled social engagement and audience size for global B2B client
- **Executive visibility.** Positioned C-level leaders as industry voices through editorial and content strategy
- **Strategic storytelling.** Led multi-channel content frameworks for P&G, JPMorgan Chase and Epsilon

TEAM & TALENT DEVELOPMENT

- **Marketing team building.** Scaled integrated teams across SEO, paid, video and web
- **Coaching impact.** Helped mid-level marketers become strategic contributors through hands-on mentorship
- **Organization design.** Reorganized a 20+ person team, implemented training programs and delivery standards



WAYS TO WORK **WITH ME**

Partner with me to unlock tailored strategies that drive measurable growth and spark innovation across your organization.



- ▶ **RETAINER WORK**

Ongoing strategic partnerships designed to fuel sustainable growth. I act as your trusted advisor, providing continuous insights, strategy refinement, and hands-on support to drive long-term success.

- ▶ **PROJECT ENGAGEMENTS**

Tailored, project-based collaborations for targeted initiatives. Whether launching a new marketing campaign or refining your go-to-market strategy, I bring extensive experience in executing high-impact projects with clear deliverables and measurable outcomes.

- ▶ **ONE-TIME WORKSHOPS OR AUDITS**

Customized, intensive sessions to uncover opportunities and fine-tune your strategy. From interactive workshops to comprehensive audits, I provide actionable recommendations that empower your team to perform at its best.

- ▶ **SPEAKER/PANEL AVAILABILITY**

Book me as a keynote speaker or panel expert to share thought leadership on growth, digital innovation, and effective storytelling. I offer engaging insights backed by over 20 years of leadership experience in dynamic, high-growth environments.

👉 [Reach out to get started](#)

CREDENTIALS & CREDIBILITY

A trusted partner to founders, CMOs and executive teams navigating growth, change and reinvention.

- ▶ CHIEF Member and seasoned marketing leader with **20+ years of experience**
- ▶ **Former Vice President of Growth**, Vice President of Digital Marketing and Director of Content
- ▶ Advisor to **Fortune 500 companies** and **high-growth startups**
- ▶ **Award-winning** editor and brand strategist
- ▶ **Speaker and facilitator** on brand storytelling, GTM strategy and marketing leadership



LET'S CONNECT!

Available for fractional executive roles, strategic advisory retainers and project-based consulting.



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THANK
YOU.

