

KATE HAMILTON

STRATEGIC MARKETING EXECUTIVE | FRACTIONAL CMO | BRAND & CONTENT STRATEGIST

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SUMMARY

Strategic marketing executive with 20+ years of experience leading brand, content and demand efforts across B2B, SaaS and media. Known for building high-performing teams and delivering bold, integrated marketing strategies that drive awareness, engagement and pipeline. I specialize in brand positioning, content strategy and executive thought leadership—partnering with leaders to clarify voice, scale programs and elevate marketing's impact.

FRACTIONAL & ADVISORY WORK

Open to consulting, interim, and project-based engagements

Strategic partner to B2B organizations navigating growth, repositioning or brand transformation. Provide fractional marketing leadership and executive advisory services focused on go-to-market clarity, brand elevation and marketing infrastructure.

- **Fractional CMO & Strategic Advisory.** Growth strategy, brand development, org design and cross-functional alignment.
- **Brand Strategy & Repositioning.** Workshops and audits to clarify market positioning, voice and visual identity.
- **GTM & Growth Strategy.** Funnel design, sales enablement and demand generation support.
- **Thought Leadership & Content Strategy.** Editorial frameworks, content engine builds and executive visibility.
- **Leadership Coaching.** Coaching for emerging marketing leaders to sharpen prioritization, strategy and influence.

VP, GROWTH, 8TH LIGHT

CHICAGO, IL | SEPTEMBER 2021-PRESENT

Executive leader driving integrated marketing and sales strategy to fuel growth in a high-touch B2B services environment. Promoted to lead sales in addition to marketing, spearheading rebranding, outbound strategy and demand-generation programs that elevated brand visibility and expanded market reach.

- Built and scaled cross-functional growth teams, unifying sales and marketing around a shared GTM strategy focused on pipeline acceleration, outbound prospecting and strategic events.
- Launched transformative rebranding effort that increased brand clarity, improved client engagement and aligned the organization's voice with its mission and values.
- Championed narrative-driven marketing by embedding client stories and team expertise into content and campaigns, strengthening trust and shortening sales cycles.

VP, DIGITAL MARKETING, IMAGINATION PUBLISHING

CHICAGO, IL | APRIL 2019-SEPTEMBER 2021

Led a multidisciplinary digital team across paid media, video, podcasting, social media, SEO, analytics and web development to deliver high-impact, integrated marketing strategies. Partnered closely with account teams and clients to elevate brand voice, improve performance and drive measurable engagement across channels.

- Scaled and managed a cross-functional team delivering digital strategy for JPMorgan Chase, Epsilon and Amica Insurance.
- Integrated content and digital disciplines into a unified service offering to drive deeper audience engagement and client value.
- Established a culture of experimentation, guiding the adoption of test-and-learn practices to enhance performance across paid and organic channels.
- Partnered with senior client stakeholders to translate business goals into scalable digital strategy and measurable results.

FOUNDER AND PUBLISHER, LOGANSQUARIST LLC

CHICAGO, IL | APRIL 2011-DECEMBER 2023

Founded and led a volunteer-run hyperlocal media website that became a cornerstone of community engagement in Chicago's Logan Square neighborhood. Scaled the organization from concept to 12K+ monthly readers and 200+ events, fostering a strong sense of place, connection and voice through mission-driven content and local partnerships.

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TECHNICAL SKILLS

- **Strategy & Planning**
Strategic Planning, Go-to-Market (GTM) Strategy, Brand Development, Demand Generation, Growth Planning
- **Marketing Execution**
Integrated Campaigns, Sales & Marketing Alignment, Content Strategy, SEO, Paid Media
- **Technology & Analytics**
CRM & Martech (HubSpot, Google Analytics), Funnel Optimization, Data-Driven Decision Making
- **Leadership & Collaboration**
Executive Communication, Cross-Functional Team Leadership, Project Management, Org Design

AWARDS

Received a 2016 Resolution 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

2006 TABBIE Feature Award winner for "Spa Cuisine," Skin Inc.

EDUCATION

UNIVERSITY OF IOWA

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

- Created the brand strategy, editorial voice and community experience across web, social and live events.
- Recruited, trained and led a volunteer team of writers, editors, designers and event producers.
- Built partnerships with local businesses and community organizations, expanding both reach and sustainability.
- Honored by the Cook County Board of Commissioners for contributions to civic engagement and storytelling.

DIRECTOR, CONTENT MARKETING, TMP WORLDWIDE

CHICAGO, IL | DECEMBER 2015-APRIL 2019

Transformed a team of 20 content creators into a performance-driven function supporting recruitment marketing for Fortune 100 brands. Defined the vision and operational framework for content strategy, leading digital storytelling and cross-channel campaigns that supported employer brand, talent acquisition, and DEI efforts.

As Digital Strategist, developed and executed strategic digital strategies for Fortune 100 companies such as Procter & Gamble, Walgreens and UPS, leveraging content, social and digital tactics, as well as SaaS platform tools.

VP, CLIENT SERVICES, INTRALINK GLOBAL

CHICAGO, IL | OCTOBER 2013-NOVEMBER 2015

Held hybrid leadership roles across digital strategy, new business development and client services, overseeing integrated marketing campaigns for Fortune 500 clients. Served as a strategic partner to senior client stakeholders and led cross-functional teams to deliver digital-first, content-led solutions.

DIGITAL MARKETING MANAGER, LIGHTSPAN DIGITAL

CHICAGO, IL | MAY 2012-OCTOBER 2013

Led content strategy and social media execution for B2C and nonprofit clients, helping brands connect with audiences through creative storytelling and community engagement.

MANAGING EDITOR, HANLEY WOOD

CHICAGO, IL | OCTOBER 2006-MAY 2012

Promoted from Associate Editor to Managing Editor, overseeing editorial for two B2B publications. Led development of trade show-related publications for annual World of Concrete and contributed to the redesign of *Concrete Construction* magazine's website.

ASSISTANT EDITOR, ALLURED PUBLISHING

CHICAGO, IL | AUGUST 2004-SEPTEMBER 2006

Created and edited original content for Skin Inc., launching an award-winning "Spa Cuisine" feature column. Managed the annual Buyer's Guide, driving a fourfold revenue increase through innovative editorial and sales collaboration.