



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

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↪ [View Professional Portfolio](#)

EXPERTISE



Digital Content Marketing Strategy



Journalism + Content Creation



Account + Project Management



Website Design + Management

WORK EXPERIENCE

DEC 2015

PRESENT

Digital Strategist

TMP WORLDWIDE, CHICAGO, IL

- **Digital Strategist.** Develops and supports strategic marketing plans for talent acquisition and recruitment marketing objectives by leveraging content, media and digital technologies for variety of clients, including Fortune 100 corporations
- **Client Services Team Member.** Works alongside client services team to support book of business for the Chicago and Midwest region
- **Product Support.** Identifies opportunities for optimization for clients across product offering and for audience experience to maximize conversion

APR 2011

PRESENT

Founder & Publisher

LOGANSQUARIST LLC, CHICAGO, IL

Hyperlocal online publication serving Chicago's Logan Square area

- **Community.** Reaching more than 12,000+ unique users/month
- **Engaged Social Audience.** Engaging 17,000+ social fans
- **Newsletter Engagement.** Connecting with 3,200+ daily and weekly subscribers
- **Volunteer Supported.** Staffed by 30+ writers, event planners, digital marketers 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

VP of Client Services

INTRALINK GLOBAL, CHICAGO, IL

- **Account Manager.** Led accounts in coordinating 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
- **Digital Strategist.** Developed integrated strategic marketing plans, including content, email, social and public relations
- **New Business Development.** Developed and prepared strategic proposals for new prospects that outline targeted plans

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
- **Account Manager.** Supervised accounts, developed strategy and planning, created marketing calendars and managed resources
- **Trainer.** Led and expanded social media training program: customized course covering fundamentals of social media

OCT 2006

APR 2012

Managing Editor, Concrete Construction magazine

HANLEY WOOD, CHICAGO, IL

- **Managing Editor.** Developed and managed editorial content.
- **Website Redesign Editorial Leader.** Helped lead redesign of ConcreteConstruction.net, launched in December 2010.

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.** Managed content for trade show websites, edited show program and assisted with onsite conferences
- **Project Manager.** Led transition and implementation of new data management tool for five company directories. Managed *Skin Inc.* magazine's Buyer's Guide, generating a fourfold revenue increase