



JAIMIE HAMILTON

CREATIVE MARKETING PROFESSIONAL

hamilton.jaimie@gmail.com
jh-creates.com
Palm Beach Gardens, FL
561-667-5233

SUMMARY

Talented and motivated Creative Marketing Professional with 5+ years experience with a demonstrated adaptability, diverse set of skills and commitment to success in marketing campaigns. Seeking a digital marketing manager role to leverage my analytics-oriented approach, strong leadership skills and creative strategic thinking to drive customer engagement and sales growth.

EXPERIENCE

MARKETING MANAGER

Broadstar

2024 - Present

- Spearheaded the development and launch of the company's inaugural direct mail campaign.
- Lead the marketing team in crafting, refining, and restructuring the marketing strategy.
- Partnered in lead generation initiatives with the sales team to enhance and broaden the sales pipeline by 28% in the last two quarters.
- Introduced a project management automation system, optimizing workflows and cutting campaign execution time by 40%.
- Revitalized the brand to align better with the company vision and established a distinctive brand voice.
- Leading the current development and launch of a revised company website focused on lead conversions and customer resources to improve our value proposition.

FREELANCE DESIGNER

jh creates

2014 - 2024

- Build brands from the ground up, including branding guidelines and web presence.
- Create and enact marketing strategies to build an engaged audience and increase donations.
- Create engaging graphics for websites, social media and print media for marketing purposes.
- Design branded and functional packaging design for all-natural hair care products.

DESIGNER + WEB DEVELOPER

Social Thrive

2020 - 2024

- Design, develop and manage Wordpress websites.
- Perform regular content updates for websites and landing pages built in Wix, SquareSpace and Wordpress.

PRODUCTION DESIGNER

HBO

2015

- Design digital pieces for social media accounts/profiles associated with HBO TV and Movies.
- Design social media and website graphics for the Game of Thrones series.

EDUCATION

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

Lynn University

SKILLS

- Brand Consistency Management
- Creative Problem-Solving
- Leadership & Team-Building
- Cross-Functional Collaboration
- Report & Presentation Making
- Project Management
- Strategic Planning & Execution
- Communication & Interpersonal Skills

CERTIFICATIONS

ADOBE CERTIFIED PROFESSIONAL IN VISUAL DESIGN - PHOTOSHOP