

Yvonne J. Hamilton

4632 Skywriter | Colorado Springs, CO | 80922 | 719.375.1845 | yhamilton2002@yahoo.com

Marketing and communications management professional with areas of expertise including:

- *Brand management*
- *Budgeting*
- *Campaign planning and execution*
- *Collateral development*
- *Copy writing*
- *Marketing/PR communications*
- *Executive communications*
- *Marketing research*
- *Media buyer*
- *Media Relations*
- *Project team leadership*
- *Strategic planning and analysis*
- *Trade show and event planning*
- *Vendor management*
- *Website and social media strategy*

EMPLOYMENT HISTORY:

Marketing Communications Manager

J. M. Waller Associates, Inc. San Antonio, TX 2007-2009

Architectural-engineering firm specializing in environmental, facilities and logistics consulting & management primarily for the federal government.

- Supervise staff
- Responsible for Marketing and Communications budget
- Media relations management and strategy
- Develop strategy and launched new corporate brand image
- Develop and execute internal marketing and communications campaigns
- Responsible for internal and external communications including executive communications
- Marketing research and analysis
- Web site management
- Responsible for corporate philanthropy and community relations
- Developed internal electronic newsletter and served as managing editor
- Develop corporate video and launch in multiple platforms (Flash; Online, Power Point, DVD)
- Place national advertising
- Managed legal trademark process
- Trade show budgeting and management

Marketing & Business Development Coordinator

Health Center Credit Union, Medical College of GA, Augusta GA 2005-2006

Financial Institution serving the health and education community

- Managed marketing department startup
- Managed media relations
- Researched/analyzed consumer usage and potential market penetration
- Implemented consumer market satisfaction surveys
- Developed marketing budgets and tracked related financials
- Created and executed marketing/PR strategies for all product lines
- Implemented branding and corporate advertising standards
- Geared marketing campaign to align products with multiple consumer groups
- Managed compliance of governmental financial advertising regulations
- Designed and authored new financial brochure and newsletters
- Managed ad agency and multiple vendor relationships

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Marketing Associate

Guthrie Healthcare, Sayre PA 2003-2004

240 bed tertiary care teaching hospital with 23 community clinics serving the NY and PA region

- Managed integrated marketing and advertising campaigns for internal clients
- Research and analysis of market and tracked ROI for all marketing campaigns
- Developed/executed major marketing campaigns for Guthrie Clinics supporting over 200 physicians
- Successfully gained "buy-in" from multiple administrative levels for campaigns
- Identified and implemented numerous opportunities to expand and promote the hospital services
- Managed multiple service line budgets
- Web site and advertising copy writing
- Media Buying
- Community event management (ie health fairs)

Marketing Communications Consulting

Finance Assistant City of Elmira, Elmira, NY 2002- 2003

Worked as advertising consultant for multiple clients developing marketing campaigns and commercials.

Worked part-time with the City of Elmira in finance.

- As consultant developed marketing strategy for an adult home; marketing research and media buying for a tax/payroll company; branding and tradeshow strategy for an IT solutions provider
- Established online center to streamline internet customer service; Analyzed financial reports and developed collateral related to the city's financial status for creditors

Recruitment Marketing Specialist

Corning Incorporated, Corning, NY 2000- 2001

Fortune 500 Company, served in the Human Resources department developing the marketing strategy behind choosing Corning Inc as an employer.

- Managed national advertising agency relationship to maximize Marcom across all channels
- Developed marketing communication plans that integrated company message among multiple media
- Created and implemented printed communications and closed circuit messages
- Performed metric analysis evaluation, data integrity and created image for internet advertising
- Developed short and long range marketing and media plans
- Budgeting, purchasing and planning of all merchandise, advertising, media buys, and internet advertising
- Held responsibility to bring employees of Corning worldwide to national marketing showcases
- Developed internal marketing strategies to sell recruitment marketing services to key business decision makers within Corning's corporate community both nationally and internationally

Director of Marketing and Promotions

Ice Hockey Team 1997-2000

- Draft and distribute news releases
- Develop and place all advertising
- Advertising and brochure copy writing
- Web site content and design management
- Managed press conferences and execution of media relations
- Managed community relations and developed corporate philanthropy policy
- Developed marketing and communications

EDUCATION | CERTIFICATION | MEMBERSHIPS

Bachelor of Business Administration- Marketing, University of Texas at El Paso, 1998

Certified Professional Services Marketer, Society of Marketing Professional Services, 2008

American Marketing Association Member