

ABIGAIL HAMILTON

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Portfolio: <http://candyhog.com/ah/index.html>

Profile: <http://www.jobfox.com/people/AbigailHamilton>

SUMMARY

A goal-oriented director of marketing with highly developed creative, writing, and interpersonal skills.

Background: Early-stage, small business, B2B, and enterprise marketing. **Approach:** Transparency, measurability, WOM, organic search, and strategic relationships.

EXPERIENCE

Marketing Director, ivi, Inc., Seattle, WA; *Web: ivi.tv, blog.ivi.tv*; 2008-present

ivi is the developer of a scalable, secure, and free live online TV solution to launch winter 2009.

Positioned brand via SEO-sensitive messaging across web properties, collateral, investor docs. Developed high value, scalable first-year marketing plan and marketing roadmap. Used social media and blog to build relationships with industry media, attracting GigaOm Network editorial, private beta with Gartner analyst.

Marketing Direction, Somatic Vision, San Diego, CA; *Web: powertorelax.com*; 2009-present

Somatic Vision is a developer of biodata-enabled games and software tools on several platforms.

Developed messaging across web properties, email marketing, partner sites, and product packaging — shift in audience from clinicians to consumers. Enhanced product appeal and ease-of-use through program dialogue and user testing. Worked with prominent biofeedback expert to develop a consumer-friendly User Guide and web-based brand extensions. Lead contributing role in development of company visual brand identity, tagline, product naming, and multiple investor presentations (Nintendo, Technology Partners).

Marketing & Creative Direction, various clients, 2000-present

A number of small businesses have relied on me to be their one-stop shop for cohesive and effective identity and marketing, benefiting from the cost savings and effectiveness of a single provider and point of contact. For these clients I have written, produced and maintained effective web sites, identity, and a wide range of marketing materials.

Sample client: Ravishing Radish Catering, Seattle; *Web: ravishingradish.com, ravishoneastlake.com*; Increased leads by 25% and increased revenue significantly year-over-year in a down economy. Created brand identity, web presence, and email marketing for the catering business and a wine bar / shared plates restaurant. Page 1 search for desired terms: *Seattle Organic Catering, Seattle Wedding Caterer, Seattle Favorite Caterer.*

Designer (User Tester), Expression Group, Microsoft (Aquent, LLC), Redmond, WA; 2008-2009

Recommendations for enhancements adopted into Blend 3. Greatly increased attendance at voluntary meeting with weekly presentation and documentation of findings and to Expression Group PMs, feature crew, and UX specialists. Created Adobe import files for Test with real-world integrity.

Marketing & Creative Director, JDL Digital Systems, Inc., Bellevue, WA, *Web: AirshipDVR.com*; 2006-2008

JDL is a \$3M developer of OEM and branded solutions for superior digital video surveillance.

Developed a comprehensive marketing plan. Created a brand identity that allowed a startup to attract attention in a field crowded by multinational incumbents. Attracted top-tier independent analyst validation through relationship-building and social media. Attracted strategic partners with comprehensive partner and through-partner marketing. Increased organic category search rank of company Web sites through SEO and article-marketing initiatives.

Marketing Manager, Morse Best Innovation, Seattle, WA; 2006

Reduced hours and number of review cycles for high-profile enterprise marketing projects. Managed change effectively for event-driven marketing for technology clients, delivering on-time with 90%+ client satisfaction ratings (Microsoft, Intel). Managed print and copyediting vendors.

Corporate Art Director, Sound Publishing, Inc., Bainbridge Island, WA; 2003-2004

Won Suburban Newspapers of America award for self-promotion. Created design that won contract bid to produce the CNRNW regional Navy newspaper. Played integral role in seamless companywide migration to a new production workflow. Updated brand identity of key publications (420,000 homes).

SKILLS

- ▶ Marketing with a focus on strategic alliances, targeted messaging, and strong brand identity
- ▶ Messaging, online and offline copy writing and content management
- ▶ Positive leadership built around support and collaboration; mentoring skills
- ▶ Marketing plan development & implementation
- ▶ Ability to create and maintain powerful SEO-oriented online content and strategic presence
- ▶ Web/interactive/print design & production — Microsoft Expression Blend; Adobe CS
- ▶ Proficiency with prepress requirements, file builds & best practices

EDUCATION

San Francisco Art Institute, BACHELOR OF FINE ARTS

Parsons School of Design, Paris, France — Design, color theory, and studio art

School of Visual Concepts, Seattle, WA — Ad concepting; managing creatives; Dreamweaver

REFERENCES

Joanna Mason, Sr. Program Manager, Expression, Microsoft Corp., Redmond, WA; joamason@microsoft.com

Greg Penoyer, Test Manager, Expression Studio, Microsoft Corp., Redmond, WA; gregpen@microsoft.com

Chelle Wingeleth, Director of Worldwide Recruiting, RIM, Waterloo, ON; 206.409.1478

Lisbet Mielke, Owner/Founder, Ravishing Radish Catering, Seattle, WA; 206.860.7449

Melissa Richardson, Advertising Manager, New Media, The Seattle Times Company, Seattle, WA; 425.345.2671