

# KEITH HAMILTON

## Marketing Expert

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📍 Charlotte Metro



## EXPERIENCE

### Promotional Products Expert - Brand Management - Account Manager

#### Action Plus Ideas

📅 11/2022 - Present 📍 Location

- As an Account Manager at Action Plus Ideas, I leverage my expertise in brand management, marketing, graphic design, project management, logistics, and overall creativity to propel clients towards their target audience through the strategic use of branded merchandise, apparel, and promotional products. I source, design, and fulfill branded items for various purposes, including Online Company Stores, School Spirit Stores, Employee On-Boarding Kits, Golf Tournaments, Trade Shows, Corporate Events, Client Gift Mailers, Fundraisers, and Recognition/Awards Programs.

### Design Services Director and Promotional Product Expert

#### PROforma Think Ink

📅 04/2019 - 11/2022 📍 Charlotte, NC

- In my role as Design Services Director at PROforma, I steered the design services encompassing logo design, brand management, print design, trade-show booth design, and more. Additionally, I provided tailored promotional product solutions for special events, trade-shows, fundraisers, award ceremonies, and more. Managing diverse projects, I orchestrated the creation of Promotional Items, Apparel, Awards, Printing Services, Signage Solutions, Trade-show Materials & Displays, Point of Purchase Displays, Custom Packaging, and Graphic Design.

### Business Owner

#### Keith Hamilton Design

📅 01/2017 - 04/2019 📍 Charlotte, NC

- At Keith Hamilton Design, I brought a creative, effective, and functional approach to business solutions. Specializing in Brand Identity across all marketing channels, I drew from 15 years of experience to design a spectrum of marketing materials, including brochures, websites, vehicle wraps, direct mail, social media campaigns, catalogs, magazines, advertisements, banners, billboards, invitations, and more. My business solutions catered to small businesses seeking creative services, covering everything from logos and brochures to business cards, whiteboard videos, apparel, and various marketing materials.

## SUMMARY

Experienced creative professional with a 20-year background in graphic design, web design, and marketing. I specialize in brand management, marketing strategy, event planning, and project logistics, driving successful promotional campaigns. In my prior role as a Design Services Director, I orchestrated comprehensive design initiatives, overseeing projects from logo design to brand management and promotional product solutions.

Recognized for crafting impactful brand identities across diverse marketing channels, I offer end-to-end creative solutions. With a track record of revitalizing brand identities and leading web design projects, I've significantly contributed to the growth of various brands.

My skill set extends to social media management, advertisement design, videography, and photography, playing a pivotal role in the robust growth of brands. Backed by a proven record of successful design and marketing projects, I bring a strategic and creative approach to enhance brand presence and drive tangible results.

## EDUCATION

Bachelor of Arts B.A. in  
Business/Corporate  
Communications

#### Queens University of Charlotte

📅 01/2001

## EXPERIENCE

### Marketing Director

#### Capital Meats, Inc.

📅 09/2006 - 12/2016    📍 Charlotte, NC

- At Capital Meats, I led Graphic Design, Web Design, and Marketing, revitalizing the company's visual identity and creating unique brand personas for six subsidiaries. Crafting diverse marketing materials, I designed business cards, brochures, e-mail newsletters, and more. In Web Design, I developed an efficient e-commerce site and micro-sites for cooking instructions and community engagement. I innovated with database-driven internal websites, streamlining inventory tracking and customer information. Managing Social Media Marketing, I oversaw account strategy and advertisement design. In Videography and Photography, I directed and edited videos, actively maintaining the YouTube channel. Notable projects included editing the annual sales incentive vacation video and impactful YouTube and Facebook advertisements.

### Lead Graphic Designer

#### Queens Univeristy of Charlotte

📅 06/2001 - 08/2006    📍 Charlotte, NC

- During my tenure as a Graphic Designer at Queens University of Charlotte from June 2001 to August 2006, I played a pivotal role in designing top-priority printed projects, including the annual Donor Report, quarterly Alumni Magazine, Admission Recruitment Materials, and the President's Donor Slideshows. My responsibilities extended to maintaining brand identity and consistency, as well as managing projects and vendors on quotes, project quality, deadlines, delivery, and invoicing. Beyond Graphic Design, I served as a campus photographer and liaison to contract photographers. I contributed to the university's communication efforts by writing feature stories and profiles for the alumni magazine. Additionally, I played a role in public relations and crisis management and took charge of writing and editing a daily email newsletter for an internal audience.

## SKILLS

Brand Management	Marketing
Graphic Design	Logo Design
Project Management	
Budget Management	Logistics
Lead Generation	
Social Media Management	
Content Development	
Website Design	
Trade Show Booth Design	
Event Planing	

## AWARDS

- 💎 Promotional Products Distributor of the Year Award - (Action Plus Ideas, 2023) - CAAMP - Carolinas Association of Advertising and Marketing Professionals - Awarded by industry peers for the entire office for excellence in business in the Carolinas.
- 💎 Award for PROStore Excellence - (PROforma, 2022) - One of only 5 (out of 600) franchises to receive this award for building & maintaining over 25 company brand stores.
- 💎 CASE Award for Graphic Design - Recruitment (Queens University of Charlotte, 2004) - Council for Advancement and Support of Education Jan 2004 - Awarded for Excellence in Graphic Design for Student Recruitment Brochures

## VOLUNTEERING

### CAAMP Board Member

#### Carolina's Association of Advertising & Marketing Products (CAAMP)

📅 2024

Board Member for my industry's association in the Carolinas. We advocate for our industry, host monthly and annual events, and provide continuing education for our association members.