

VINCENT J. HAMILTON

www.vinhamilton.com

SKILLS

Hard Skills: Adobe Creative Cloud | HTML, CSS, and JavaScript | MS Office365 (specifically Excel) | XCode | Final Cut Pro | Digital and Print UI/UX design layout including accessibility standards | Canva and Figma | Google Analytics | Social media analytics tools (Hootsuite & Sprout Social).

Soft Skills: Relationship building and collaboration | Positivity | Empathy | Communication | Leadership | Adaptability, resourcefulness and flexibility

EDUCATION

- Master of Arts (M.A.) in Journalism & Mass Communication – Emerging Media, University of Georgia, Athens, GA, 2025
- Bachelor of Arts (B.A.) History, Rutgers, The State University of New Jersey, New Brunswick, NJ

PROFESSIONAL EXPERIENCE

Georgia Institute of Technology | Atlanta, GA | May 2021–Present

Creative Services Production Coordinator

- Oversee production for diverse creative projects within Georgia Tech Professional Education Creative Services, managing a portfolio of 150+ multi-channel marketing initiatives quarterly.
- Innovate project workflows by developing and implementing project brief templates, online request forms using project management software applications.
- Exercise meticulous budget planning and reporting, managing expenditures, equipment procurement, and contractor and freelancer hiring.
- Coordinate end-to-end video shoots including script development, call sheets, storyboard oversight, as well as talent management.
- Introduced and executed a highly successful promotional marketing collateral consolidation program, driving a 60% increase in procurement efficiency and a 30% reduction in costs over a two-year period.

Medallion Retail | New York, NY | Oct. 2016–Mar. 2020

Production Project Manager

Directed production of monthly sign packages for multiple national retailer accounts.

- **Managed the production and fulfillment of over 1 million retail print deliverables monthly.**
- Oversaw concept and installation for large-format print campaigns for 350+ in-store events.
- Collaborated with client stakeholders on the successful launch of five new rebranded stores.

Bloomsbury & Walker | New York, NY | May 2011 – Jan. 2013

Production Manager

- Managed production for the complete Adult Trade list, 40 titles seasonally.
- Directed day-to-day task management of intern and part-time staff.
- Implemented departmental workflow reorganization to facilitate the transition to a digital-based production process, improving efficiency and reducing turnaround times.

CERTIFICATIONS/ASSOCIATIONS

- Google Analytics (G4) Certification
- Course Certification Interactive Animations with CSS and JavaScript
- Figma for UX Design Certification
- GTPE DEI Committee – Co-Chair
- FAA Part 107a sUAS Certification

INTERESTS

- Being humiliated by 13-year-olds at fantasy baseball
- **Crushing the dreams of a 9 & 11-year-old at Mario Kart**
- Graphic Design, DIY Projects
- Writing and Performing
- A.I. application prompt engineering for marketing