

VINCENT HAMILTON

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SUMMARY

Creative strategist with 20+ years of experience leading design, marketing production, and storytelling across print, digital, and emerging media.

KEY SKILLS

• Visual & Graphic Design

Adobe Cloud Suite, Figma, Canva, Print Production, Large Format Print, HTML, CSS, JS UI/UX Design

• Operations & Management:

P/L forecasting, Invoicing, Vendor Management

• Analytics & Visualization

Google Analytics, Excel, & Tableau

• Video & Motion Editing

Adobe Premiere Pro, After Effects, Final Cut Pro

• AI & Emerging Tools

Prompt & Creative AI Fluency: OpenAI, Gemini, Adobe Firefly, MidJourney, Copilot and DeepSeek

• Content & Project Management

Workfront, Workday, Asana, Monday, ClickUp, Trello, MediaValet, Microsoft 365, Hootsuite, Sprout Social

• **Soft Skills** Positivity, Relationship building, Collaboration, Empathy, Communication, Leadership

EDUCATION

The University of Georgia

Grady College of Communication and Journalism

- MA, Emerging Media, May 2025
- Final GPA: 3.9

Rutgers, The State University of New Jersey

College of Arts and Sciences

- BA: American History, Minor: American Studies
- Dean's List final semester

CERTIFICATIONS ASSOCIATIONS

- Google Analytics (G4) Certification
- Figma for UX Design Certification
- FAA Part 107a sUAS Certification
- CSS & Javascript Animation
- Georgia Tech: Empowerment & Engagement Committee: Co-Founder/Chair (2024-Present)
- UGA: NMI Club: Co-Chair (2024-2025)
- Book Industry Guild of NY: Events Chair: (2009-2014)

WORK EXPERIENCE

Georgia Institute of Technology - Atlanta, GA May 2021-
Creative Services Production Coordinator **Present**

- Oversee production management for 350+ multichannel marketing initiatives quarterly
- Assist Creative Director with workload management and assignment delegation
- Manage budgets, procurement, invoicing and contractor and freelancer hiring
- Coordinate video/photo shoots scripts, briefs, location setup, talent management and logistics
- **Achievement:** Introduced a College wide production consolidation program seeing an increase of 60% in goods ordered with a 30% decrease in expenditure against a previous a two-year average.
- **Achievement:** In 2024, migrated 70% of promotional marketing items to sustainable materials up from a 20% average in the previous years.

Medallion Retail - New York, NY Oct. 2016-
Production Project Manager March 2020

- Managed over 1M print deliverables monthly for in-store marketing sign packages & plan-o-grams
- Oversaw 200+ large-format visual campaigns
- Provided creative direction and scheduling oversight for high-profile celebrity and influencer in-store events

Bloomsbury & Walker US - New York, NY May 2011-
Production Manager January 2013

- Managed seasonal title production for 40+ titles
- Directed day-to-day task management of staff, interns and part-time staff
- Reorganized departmental workflows for digital transition integration
- **Achievement:** New York Book Show Winner: Production 2012

Additional Experience: Delta Dental, Neuwirth & Assc.
Oxford University Press, Toppan Printing Company

HOBBIES & INTERESTS

- Crushing the dreams of two pre-teens at Mario Kart
- Collecting vintage toys and action figures
- DIY signage projects and creating pop art
- Acting in movies, television and commercials
- Videography and video editing
- Exploring AI applications for creative arts