**Jill R. Hamilton hamilton.jillr@gmail.com**

*738 NE Spring Street, Ankeny, IA 50021* **(515) 494-0401**

**Marketing / Communications** professional with 15 years experience in executing marketing, communications, and public relations strategies.

**Professional Experience**

**Delta Dental of Iowa, Johnston, IA** 2007 – Present

*The state’s largest dental insurance carrier that provides services for individuals and employers.*

**Marketing Communications Director (2014-present)**

* Implementing the company’s overall communications strategy, which includes marketing, social media, public benefit, dentist, broker, member, employer, government programs, and consumer communications.
* Directing Delta Dental’s external communications and public relations activities to increase the company’s brand leadership among business community and consumers.
* Develops strategy, communication tools, and product launch for new dental products that incorporated changes related to the Affordable Care Act and the Iowa Health and Wellness Plan (Iowa Medicaid dental).
* Oversee Delta Dental’s website and provides direction on future enhancements.

**Corporate Communications Manager (2007-2014)**

* Managing the relationship with Delta Dental’s ad agency and other communication vendors.
* Oversaw and created content for newsletters, collateral, and other communications for all Delta Dental stakeholders.
* Established social media presence for company and maintain social media strategy.
* Coordinated website redesign with external vendor and internal stakeholders.

**LinkShare Corporation, Inc.,** New York, NY 2005 – 2007

*Provides technology solutions and the distribution network for e-retailers’ affiliate marketing programs.*

**Marketing & Communications Manager**

* Responsible for all communications with both online advertisers and publishers including newsletters, standalone communications, online resource centers, and moderating online forum.
* Collaborated with sales team and business managers to write and design sales collateral.
* Researched and wrote weekly e-newsletter to keep internal company departments up-to-date on e-commerce industry trends.
* Coordinated online publisher recruitment efforts for new UK Network.
* Developed content and marketing strategies to help publisher clients utilize LinkShare products and services, while promoting LinkShare advertisers to improve LinkShare’s bottom-line.

**Affiliated Computer Services, Inc. (ACS)** Charlotte, NC 2005 – 2005

*Provides outsourcing solutions to more than 1,000 college and university financial aid offices.*

**Senior Marketing & Communications Specialist**

* Coordinated communications activities, including press releases, brochures, and trade shows.
* Managed design projects, working with designers and printers to produce direct mail and brochures.

**Iowa Hospital Association (IHA),** Des Moines, IA 1999 – 2004

*Member organization representing hospital and health system interests in Iowa.*

**Director, Marketing (2001-2004)**

* Developed public relations campaigns designed around IHA’s advocacy messages. Managed video production, television commercials, public forums, radio, outdoor ads, direct mail, and other print materials for different campaigns.
* Coordinated all IHA printing, photography, and design with outside vendors.
* Managed annual trade show with more than 50 vendors and oversaw IHA Associate Member Program to increase event sponsorships and non-dues revenue.
* Maintained and updated IHA and affiliate websites.

**Director, DATABANK and Information Support Services (1999-2001)**

* Oversaw collection, edits, and report generation; promoted monthly data program for 136 hospitals.
* Researched and updated annual fact book on health care in Iowa.
* Served as staff liaison for human resources affiliate group, planning semi-annual meetings and communicating with executive board.
* Developed marketing plan for department, created brochures, and designed marketing materials.

**Education / Skills**

University of South Dakota, Vermillion, South Dakota

**B.S., Business Administration / Marketing,** 1997

*Computer Skills:* Microsoft Word, Excel, Access, PowerPoint, and Outlook; QuarkXPress; Adobe Photoshop, InDesign and Illustrator; Zoomerang; and Macromedia Dreamweaver