

CLAY HAMILTON

DIGITAL STRATEGY, PROJECT
MANAGEMENT, & EDITORIAL

Finding new ways to effectively
reach audiences

WWW.UPWARP.COM

I use iterative approaches to explore how different voices, experiences, media, and platforms fit together to communicate brand personalities and share stories that touch readers.

0.1 WORK EXPERIENCE

2011 SANTA CLARA UNIVERSITY | SANTA CLARA CA
2018 Associate Director, Digital Strategy

Responsible for the design, production, project management, and launch of websites, including a complete redesign of the main University website and all subsites. Responsible for making recommendations on interface functionality, audience engagement, and development processes. Oversight of planning for content production and delivery. Copywriting for top marketing pages.

2015 PAPERSPECS & STORYBOARD MAGAZINES |
2017 BAY AREA CA
Managing Editor

Oversight of the editorial production and writing for two quarterly design magazines targeted at industry professionals featuring how-tos, studio profiles, and interviews with industry leaders and design educators. Copywriting for articles and interviews with designers and studio heads.

2004 STANFORD EARTH SCIENCES | STANFORD CA
2009 Web Manager, Content & New Media Producer

Responsible for overseeing the School's website, PHP database development, and lead on strategic initiatives involving data repositories. Worked with faculty to develop web-based solutions to classroom pedagogical challenges. Acted as School lead on cross-institutional technology collaborations. Produced website layout designs, marketing videos, photography, and copywriting.

2011 SANTA CLARA MAGAZINE | SANTA CLARA CA
2017 Digital Editor

Responsible for the editorial oversight of a weekly digital magazine complimenting and expanding on its quarterly print counterpart. Managed content planning, art direction, production, and delivery from in-house and outside writers, designers, photographers, and videographers. Copywriting for weekly articles.

2009 FREELANCE | BAY AREA CA
2016 Content Strategy & Media Production Consultant

Developed content strategies and provided project management, video production, website design, and graphic design for clients including Stanford University, Laguna Canyon Foundation, Sierra Club, National Oceanic and Atmospheric Administration, Bureau of Land Management, and National Park Service.

1999 STANFORD MEDIA SOLUTIONS | STANFORD CA
2001 Project Manager, Media Designer

Project lead to research, design, and produce online courseware in a collaborative effort with Princeton, Oxford, and Yale. Responsible for faculty collaborations, project management, art direction, website development, content production, content delivery, and editorial oversight of associated collateral.

0.2 **EDUCATION**

1984 **BACHELOR'S DEGREE | ENGLISH**
1988 William Jewell College, Liberty MO

2005 **MASTER OF LIBERAL ARTS DEGREE |**
2009 **HISTORY & PHILOSOPHY OF SCIENCE**
Stanford University, Stanford CA

0.3 **RECENT HONORS & AWARDS**

2016 **BRONZE CIRCLE OF EXCELLENCE |**
WEB WRITING
Council for Advancement & Support of Education

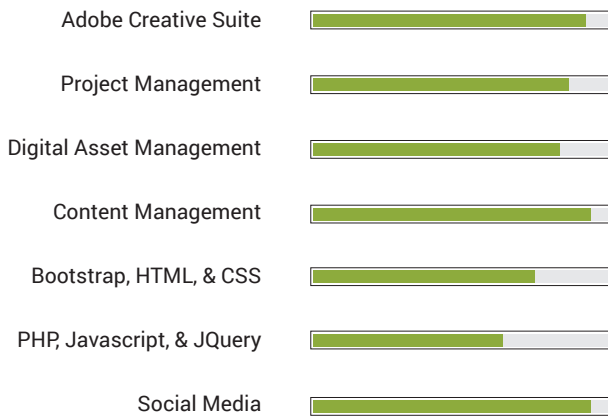
2016 **PRINT EXCELLENCE AWARD | COVER DESIGN**
Printing Industries of America

2016 **SILVER DISTRICT VII AWARD |**
DIGITAL MAGAZINES
Council for Advancement & Support of Education

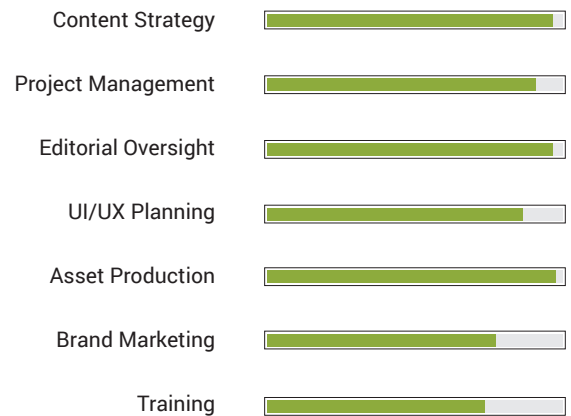
2014 **SILVER DISTRICT VII AWARD | STAFF WRITING**
Council for Advancement & Support of Education

0.4 **PROFESSIONAL SKILLS**

SOFTWARE



SPECIALIZATION



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