

Finley G. Hamilton

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15640 Taylor St. South Beloit, IL. 61080

CORE SKILLS

Marketing Campaign Development, Brand Storytelling, Marketing Communications, Content Creation & Copywriting, Adobe Creative Suite, Sponsorship & Partnership Marketing, Cross-Functional Collaboration, Project Coordination, Social Media Strategy, Creative Asset Development, Public Relations

EDUCATION

BAYLOR UNIVERSITY: Waco, Texas

Bachelor of Arts: Journalism (Public Relations & Advertising) | History Minor | BIC Honors Program

PROFESSIONAL EXPERIENCE

Beloit Sky Carp Baseball – Creative Services Manager *May 2025 - Present*

- Developed creative marketing assets supporting integrated campaigns for ticket sales, sponsorship activations, merchandise launches and community engagement initiatives.
- Led creative strategy and execution for fan-facing marketing campaigns that enhanced brand engagement and contributed to record-high entertainment scores.
- Collaborated with corporate partners and internal stakeholders to develop branded marketing assets that fulfilled sponsorship agreements while maintaining brand standards.
- Planned and executed integrated promotional campaigns for more than 15 themed events, coordinating creative assets, marketing collateral and cross-functional communication.
- Coordinated cross-functional production and promotions teams to successfully execute live marketing initiatives and promotional campaigns in a fast-paced environment.

Beloit Sky Carp Baseball – Creative Services Trainee *February 2025 - May 2025*

- Designed digital, print and motion graphics supporting integrated marketing campaigns.
- Produced creative assets for ticket sales, sponsorship, retail merchandise and growth initiatives.
- Assisted with the photography and video production efforts for promotional campaigns, branded content and retail marketing initiatives.

Seedhouse Creative – Public Relations Intern *August 2024 - December 2024*

- Supported integrated marketing and public relations campaigns for diverse clients.
- Drafted press releases and coordinated media outreach to more than 30 media contacts.
- Edited and proofread client marketing materials and creative assets to ensure consistency, accuracy and brand alignment.
- Managed multiple client projects while meeting fast-paced deadlines.

Collins Residence Hall – Instagram Manager *August 2023 - May 2024*

- Developed social media content strategies that strengthened community engagement and increased audience interaction.
- Hosted an Instagram live event reaching 2,000+ views.
- Managed social media content creation using Adobe Creative Suite, Lightroom and Canva.

ADDITIONAL

- Holds a Certificate in Principles of Public Relations granted by the Universal Accreditation Board.