

Finley G. Hamilton

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CORE SKILLS

Content Creation and Editing, Adobe Creative Suite (Photoshops, Illustrator, InDesign, After Effects), Live Entertainment Management, Social Media Management, Proposal Development and Presentation Design, Microsoft Office Suite (Word, PowerPoint, Excel), Internal Communication Strategy, Market Research and Analysis, Public Speaking and Collaboration.

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

- Designed and produced promotional graphics for game day entertainment, ticket sales campaigns, sponsorship activations, merchandise, and community events.
- Led game presentation creative efforts through content creation and live production that enhanced the overall fan experience, leading record high entertainment scores in 2025.
- Developed sponsorship fulfillment assets and branded content to meet partner obligations and maximize sponsor value while maintaining brand standards.
- Assisted in the production and execution of 15+ theme nights, including five theme sellout nights.
- Oversaw 35+ game day employees while fostering an environment focused on creative growth.

Beloit Sky Carp Baseball — Creative Services Trainee

February 2025 - May 2025

- Created visually compelling print, social media and videoboard graphics (both static and animated) to drive fan engagement and interaction.
- Designed content to support revenue-generating initiatives, including season tickets, group outings, theme nights and sponsorship activations.
- Assisted with the photography and video production efforts during Media Day for Sky Carp players.

Seedhouse Creative — Public Relations Intern

Fall 2024

- Conducted market research to design impactful media campaigns for diverse clients.
- Drafted and distributed press releases to 33 media correspondents, ensuring maximum visibility for client events and coordinating followup interviews for interested parties.
- Collaborated with a five-person marketing team to refine content for accuracy and brand consistency.
- Supported over ten client projects, delivering high-quality results under tight deadlines.

Collins Residence Hall — Instagram Manager

2023-2024

- Designed visually engaging Instagram posts to foster a vibrant community within the hall.
 - Hosted an Instagram live event reaching 2,000+ views.
 - Managed social media content creation using Adobe Photoshop, Adobe Lightroom and Canva.
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ADDITIONAL

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

