

Kaileigh Hamilton

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[LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Results-driven Digital Content & Marketing Specialist with experience developing integrated marketing campaigns and content strategies for tourism, hospitality, real estate, and destination brands. Proven success in increasing engagement by 387% and 175% through strategic social media and content marketing. Skilled in content strategy, copywriting, SEO, email marketing, website content, analytics, and campaign management.

EXPERIENCE

Red Sage Communications, Remote

November 2025 - July 2026

Digital Content Specialist

- Increased client engagement by 175% in one month through strategic, data-driven social media campaigns.
- Managed end-to-end social media strategy for multiple client accounts, including content calendars, campaign execution, community engagement, and performance reporting.
- Created content for social media, blogs, email newsletters, websites, landing pages, graphics, photography, and short-form video while maintaining brand consistency and optimizing for SEO.
- Collaborated with Account Executives and clients to develop integrated marketing campaigns aligned with business objectives and brand messaging.

Surfside Realty, Surfside Beach, South Carolina

March 2025 - November 2025

Marketing Communications Coordinator

- Increased Facebook and Instagram engagement by **387%** within one month through a strategic social media content strategy.
- Created digital marketing content showcasing vacation rentals, local events, and destination experiences.
- Collaborated with internal teams to execute integrated marketing campaigns while maintaining consistent brand messaging.
- Analyzed social media analytics and audience insights to optimize content strategy and improve campaign performance.

Myrtle Beach Travel Park, Myrtle Beach, South Carolina

May 2023 - July 2023

Marketing Intern

- Increased social media engagement by 75% through targeted campaigns promoting campground amenities and guest experiences.
- Conducted market research and analyzed customer trends to identify content opportunities and support marketing strategy.
- Supported content creation and social media marketing initiatives that increased audience engagement and strengthened brand awareness.

EDUCATION

University of South Carolina | **Bachelor of Science in Tourism Management** | Minor: Social Media & Mass Communications

SKILLS

Digital Marketing • Content Strategy • Social Media Marketing • Copywriting • Content Creation • SEO Content Optimization • Email Marketing • Website Content • Campaign Management • Project Management • Marketing Analytics • Photography • Videography • Canva • Adobe Creative Suite • WordPress • Mailchimp • Meta Business Suite • Microsoft Office