

Contact

www.linkedin.com/in/thamiltoniii
(LinkedIn)

Top Skills

Public Affairs
Writing
Research

Languages

German

Certifications

Public Affairs Qualification Course
Advanced Social Media Strategy
Certificate - 2016
Social Media Managers Course
(SMMC)

Thomas B. Hamilton III

Public Affairs Officer - Marketing Office
Quantico, Virginia, United States

Summary

Experienced Public Affairs/Media Officer with over 37 years of U.S Government service. Skilled in international and U.S. public information, website management, social media strategy, collecting data, analyzing, generating assessments, developing strategies, and reports. Works closely with U.S. Embassies and European military units coordinating public outreach, media, and online campaigns relating to issues, maneuvers, and operations of the United States in those countries.

Experience

Army Criminal Investigation Division
Public Affairs Officer
August 2022 - Present (1 year 2 months)
Quantico, Virginia, United States

I serve as the lead responsible for developing and managing a global strategic Community Relations/Marketing Program for the U.S. Army's Criminal Investigation Division, a felony-level criminal investigative organization, while also providing technical assistance with the command's news media and internal/external information programs.

I assist in developing putting into practice comprehensive public relations/marketing activities that ensure achievement of goals and objectives established by the Department of Defense, Department of the Army, Director-U.S. Army Criminal Investigation Division and the USACID Chief of Public Affairs.

I assist in providing public affairs consultation to five subordinate commands and 120 field offices worldwide in: preparing, initiating, and maintaining community relations contacts with the general public, foreign dignitaries, specialized groups, and key local law enforcement and U.S. Army officials at the installation level.

I am responsible for researching, assembling, writing, and disseminating sensitive, critical, and often complex information for both internal and external publics; to include the national and international media, on a wide variety of law enforcement topics in support of the command's mission. Writings include news and feature articles, press releases, talking points, communications plans, scripts, marketing materials, and other narrative material for various venues that accurately and effectively portray USACID's mission and capabilities.

US Army

37 years 3 months

Public Affairs Officer, Media/Digital Division

October 2017 - August 2022 (4 years 11 months)

US Army Europe & Africa, Wiesbaden, Germany

Responsible for the oversight, planning, designing, and executing of webmaster policies and procedures and media operations within the U.S. Army Europe and Africa military theater. Has an in-depth knowledge of all aspects of public affairs, including media, command information community relations and Web best practices. Serves as the U.S. Army Europe and Africa webmaster, and media operations specialist.

Oversees the execution of public affairs strategies and projects for subordinate public affairs specialists as they relate to the web, social media platforms, electronic distribution of information, and media operations. Contributes to the formulation, planning, and execution of U.S. Army Europe and Africa Public Affairs programs, plan and policies as they relate to the web and media operations. Coordinates plan development with EUCOM, U.S. Embassies and appropriate NATO, NATO Special Operations Forces (SOF) and host nation agencies. Provides direction and guidance to internal elements (Public Information, Command Information, and Community Relations) for the development of appropriate theater-wide campaigns. Establishes and maintains working relationships with members of Installation Management Command - Europe to ensure the synchronization of information dissemination.

Chief of Public Affairs

June 2015 - October 2017 (2 years 5 months)

U.S. Army Garrison West Point, New York

I served as the director of public affairs, webmaster and social media manager at a small sized multi-mission military installation with responsibilities

to the Garrison Commander for planning, coordination, execution and direction public affairs support for all organizations on the installation to include community relations; media operations and facilitations; information strategies; liaison between the U.S. Military Academy at West point, tenant organizations, garrison and the public; legislative liaison and government relations representative.

I served as the principal staff advisor on all matters involving public issues and the creation of communication policy. I identified and analyzed communication needs, concerns and attitudes of various publics as they relate to programs, policies and activities of the community and its higher headquarters. I evaluated trends in public opinion to determine public attitudes and perceptions and to identify and relate garrison policies with community interest. I initiated programs of action to earn community respect and confidence, taking into consideration the differing needs and goals of various publics.

Public Affairs Specialist, Webmaster/Social Media Manager
September 2012 - June 2015 (2 years 10 months)
U.S. Army Garrison Ansbach, Germany

I was the primary contact between U.S. Army Garrison Ansbach, the U.S. Army, Installation Management Command- Europe and U.S. Army Europe and Africa. I was responsible for designing, developing, upgrading, updating, and maintaining the official garrison website by working directly with subject matter experts and content providers to design pages, approve content for publishing and make changes to content.

Researched, analyzed, developed and managed website and social media analytics reporting. Identified target audiences and their informational needs and devised Search Engine Optimization (SEO) strategies around specific keywords in website metadata.

As garrison social media manager I established policies and processes for efficient content management of the garrison's social media platforms. I ensured all online content was appropriate for public distribution by using Security, Accuracy, Policy, and Propriety (SAPP) and Ability, Competency, and Authority (ACA) procedures and if needed took steps to correct or remove inappropriate content. I used my public affairs knowledge to identify and pursue new and innovative ways to use online platforms on the Web as a communication tool to provide important agency information to the public.

Operations Specialist

November 2009 - September 2012 (2 years 11 months)

U.S. Army Garrison Ansbach, Germany

I served as a member of the Installation Operations Center, Emergency Operations Center, and Base Operations Center staff in the U.S. Army Garrison Ansbach, Directorate of Plans, Training, Mobilization, and Security.

I provided policy and procedural guidance to representative staff areas of responsibility and submitted after action reports and lessons learned. I developed a thorough knowledge of emergency, and antiterrorism plans to implement as contingencies for general war, peacetime, mobilization, and deployment. I utilized my Secret clearance to reviews incoming messages through the Secure Internet Protocol Router Network (SIPRNet) and Non-classified Internet Protocol Router Network (NIPRNet) to review, write Operations Orders, Fragmentary Orders, Task Orders and assign as tasks to the appropriate unit using the Task Management Tool and to assist in preparing reports and briefings.

I am trained in Federal Emergency Management and Crisis Response Team Management.

I have extensive knowledge of the Army's tactics, strategy, organization, mission, doctrine, joint NATO SOF, and NATO operations. I am trained in Conventional Forces in Europe inspections and as an Equal Employment Opportunity advisor.

Senior Enlisted Personnel Manager

June 1985 - November 2009 (24 years 6 months)

Various locations

24 years' service in the United States Army as a helicopter mechanic and helicopter pilot. I oversaw, supervised, provided technical guidance, trained and ensured the health and welfare of an organization of 120 personnel. I reported directly to upper management for all personnel matters, legal issues, aviation maintenance, ground vehicle maintenance, community, installation, and military base concerns.

I provided oversight and support for budgetary functions and used my knowledge of the acquisition life-cycle process to assist in managing equipment and buildings worth over 25 million dollars. I coordinated between German construction companies and U.S. Army to enable successful building renovations totaling \$1.4 million dollars.

I planned, directed, and coordinated priorities with higher headquarters, key military commanders, and the local community staff. I organized large amounts of information to develop and execute multiple simultaneous projects of recurring and special nature. I evaluated reports to determine effectiveness of operations as compared to mission and objectives and took corrective action to fulfill the mission and program requirements if changes were required.

I planned and directed work during the development of contingency plans in the functional areas of general war, peacetime, mobilization, anti terrorism, force protection, response to disaster, medical emergencies, weapons of mass destruction, international treaty compliance and deployment / re-deployment of tenant units assigned to or passing through my area of operations.

Education

University of Maryland University College

Bachelors of Science, Management Studies · (2002 - 2009)

Bowie State University, Bowie MD

Studies in Public Administration · (2009 - 2011)

Shoreline High School

High School Diploma · (1982 - 1985)