



Eric Hamilton
New York, New York

Eric Hamilton is an internet, web, search marketing and social media veteran with over 20 years of technology work experience.

Currently, Eric works for Yahoo! as an Engagement Manager supporting Yahoo! Web Analytics which is Yahoo's enterprise level analytics solution. In addition, Eric consults Yahoo! clients such as BlackBerry, Verizon Travel, Bank of America, Disney, GM,

Southwest Airlines and Pepsi on measuring the effectiveness of social media traffic from Yahoo! micro-sites.

<http://web.analytics.yahoo.com/>

Recently, Eric founded The Web Academy, a 501c3 non profit organization designed to provide free web design classes to the community and free web services to churches and other non profit organizations. The Web Academy recently developed an iPhone traffic updates application for the NYC Big City Apps Contest. With over 260 students enrolled, the Web Academy plans to build more than 500 charity web sites in 2010.

<http://www.thewebacademy.org>

Eric is the author of "Social Media Branding in the Age of Obama". This book is a social media guide which gives social media strategies for small businesses and personal development.

<http://www.socialmediaobama.com>

Eric was a presenter, panelist and or key note speaker at the following recent events:

Project Wall Street Conference

BDPA Presents Analytics sponsored by Yahoo!

Harlem Business Alliance Conference

State Bar of Michigan ACES Conference

Wall Street Charitable Foundation Web Workshop

Summer Youth Employment Program Workshop

No Limits Career Fair

Future Executives Conference

Eric is from Detroit, Michigan, has a BS in Computer Science from Michigan State University, has been a proud member of Alpha Phi Alpha fraternity for 20 years and he is active in the community with local high school science fairs as a Computer Science judge.