

AIDAN KELLY LOWENSTEIN

MARKETING MANAGER

RECENT EXPERIENCE

LAZ PARKING

Marketing Manager March 2022 - Present
Oakland Airport, Oakland, CA

- Overhaul marketing strategy to better serve client with brand-aligned asset design, research-based and data-backed decisions, increased transparency through weekly reporting, and revenue optimization planning collaboration with operations teams
- Launch parking reservation platform, including new design assets, user experience improvements, site tagging for retargeting and data collection, product launch email and advertising campaigns, and long-term strategy development to grow e-commerce revenue
- Create and distribute surveys via email campaign to acquire more customer feedback, identify areas for improvement, and create projects to resolve pain points along the customer journey
- Analyze competitive landscape to inform pricing and discounting proposals, draft memos and ordinances justifying new pricing and discounting systems to the Port of Oakland
- Collaborate with Port of Oakland Marketing and Public Relations teams on signage, digital campaigns, and data collection and analysis
- Design, analyze, and communicate weekly, monthly and annual reports on marketing performance and operational trends

EL ENCANTO DEL SUR

Marketing Consultant September-November 2021
(Remote)

- Evaluated social media, email, and SEO marketing practices and assessed web traffic sources and demographics in Google Analytics
- Developed a strategy to increase form completions at a low cost
- Updated website with new copy to improve SEO
- Designed, wrote, and published digital advertising campaigns and printed collateral to increase site visits and contact form completions

HABITAT FOR HUMANITY EAST BAY/SILICON VALLEY

Marketing Manager September 2017 - September 2021
Oakland, CA

- Composed annual budgets informed by data and tightly coordinated with operations strategy, which delivered online and in-store traffic through awareness advertising, increased information availability and accessibility, digital engagement, and retention marketing
- Created digital, broadcast, and print campaigns from concept to design to media buy to post-run analysis
- Promoted new inventory, services, and operations updates with weekly emails, social media posts, and blog posts
- Collected, analyzed, and presented data from marketing platforms and point-of-sale systems to determine campaign effectiveness
- Conducted digital and in-person customer and donor surveys to create audience profiles and improve digital ad targeting
- Applied for and co-managed the spending of grant funds from municipal and state programs to reach wider audiences with informative messaging about ReStore's reuse and recycling services

SOFTWARE PROFICIENCIES

Social Media, Social Advertising, and Email

Facebook, Instagram, Facebook Ads, Pixels
Hubspot Email, Hubspot Social, CRM
Yelp and NextDoor Advertising
Twitter, Twitter Ads

Google

Google Ads
My Business
Analytics

Microsoft

PowerPoint
Word
Excel

Adobe

Lightroom
Illustrator
InDesign

Retail Ops

Square Marketing
Square Loyalty
Fivestars

Website Building

WordPress
Yoast SEO
Wix

ADDITIONAL EXPERIENCE

TREECASA

Volunteer January - March 2017
San Juan del Sur, Nicaragua

- Launched foundational branding components for eco resort

NEARO

Marketing Coordinator January 2016 - Jan. 2017
San Francisco, CA

- Initiated brand development for mobile app

PANDORA

Marketing Coordinator June - December 2016
Oakland, CA

- Trafficked and reported on ad campaigns

AGORA FOR GOOD

Research and Ops Fellow February - May 2016
San Francisco, CA

- Developed website content based on UN and WHO programs and reports

ACADEMIC BACKGROUND

TULANE UNIVERSITY, NEW ORLEANS

BA English & BS Economics

Graduated Cum Laude May 2015

CONTACT INFO

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