

AIDAN KELLY LOWENSTEIN

GROWTH MARKETING GENERALIST

SOFTWARE PROFICIENCIES

Social Media, Social Advertising, and Email

Hubspot Email, Hubspot Social, Hubspot CMS
Facebook, Instagram, Facebook Ads, Pixels
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
Yeast SEO
Wix

PROFESSIONAL SKILLS

Content Generation

Social Media
Digital Photography
SEO Planning
Technical Writing
Content Scheduling

Advertising

Digital and Broadcast
Cross-Platform
Ad Trafficking
A/B Testing
Conversion Tracking

Collaboration

Grant Management
Cross-Departmental
Regional Partnerships
Sponsorships

Strategy

Annual Budgeting
Reactive Marketing
Growth Strategy
Funnel Design

Design

Website Design
Collateral Design
Signage Design
Icon Design

Analysis

Campaign ROI
KPI Identification
KPI Monitoring
Dashboard Creation

ACADEMIC BACKGROUND

TULANE UNIVERSITY, NEW ORLEANS

BA English & BS Economics

Graduated Cum Laude May 2015
Cumulative GPA: 3.71

PROFESSIONAL EXPERIENCE

EL ENCANTO DEL SUR

Marketing Consultant March - September 2017, September 2021 - Present
(Remote)

2021

- Evaluate current social media, email, and SEO marketing practices, assess web traffic sources and demographics in Google Analytics
- Develop a strategy to increase form completions at a low cost
- Update website with new copy, keywords to improve SEO
- Add Google Analytics tags and Facebook Pixels to track conversions
- Concept, design, write, and publish digital advertising campaigns and printed collateral to increase site visits and contact form completions

2017

- Revitalized real estate development website with new copy, original photography, and improvements to site design

HABITAT FOR HUMANITY EAST BAY/SILICON VALLEY

Marketing Coordinator 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 spend of grant funds from municipal and state programs in order to reach wider audiences with informative messaging about ReStore's reuse and recycling services
- Supported retail operations with the design and delivery of tags and signage, and the creation of best practices guides for point-of-sale software, discounting processes, and product photography

Quick Stats

- Increased monthly organic traffic by 400% through SEO improvements
- Grew social media presence from 102 followers to 3,779 on Instagram and 172 Page Likes to 9,242 on Facebook
- Earned 15,000 average weekly email engagements
- Built loyalty program from zero to over 2,200 members
- Took and edited over 5,000 product, site, and staff photographs