

Amal Hunter

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SUMMARY

Digital marketing professional with four years of experience building coordinated campaigns for higher education and nonprofit advancement audiences. Leads **Salesforce Marketing Cloud** email strategy, **audience segmentation**, automated journeys, **A/B testing**, landing pages, social media, paid media, content marketing, CMS publishing, SEO, and performance analytics. Connects fundraising, **alumni engagement**, donor stewardship, and event priorities with clear digital experiences across email, web, social, and paid channels. Manages complex communications calendars, freelance partners, and cross functional feedback while keeping deadlines and brand standards visible. Uses campaign reporting and web analytics to refine targeting, messaging, calls to action, timing, and channel mix. Practical experience with WordPress, Drupal, event registration, lead capture, and nonprofit stakeholder coordination supports stronger engagement and more informed advancement decisions.

EXPERIENCE

Digital Marketing Manager

January 2025 - Present

Front Range Education Foundation

Fort Collins, CO

Leads integrated advancement marketing across email, web, social, paid media, and content. Owns campaign calendars, Salesforce Marketing Cloud execution, partner coordination, and performance improvements supporting **donor engagement**, alumni programming, fundraising appeals, and major initiatives.

- Led donor and alumni campaigns across email, web, social, **paid media**, and content channels.
- Built **Salesforce Marketing Cloud** journeys using constituent interests, engagement history, events, and campaign goals.
- Managed communications calendars for solicitations, events, announcements, and stewardship messages across competing priorities.
- Oversaw freelance creative assignments, **paid media budgets**, delivery quality, and fundraising campaign alignment.
- Built landing pages and **event registration** experiences with **calls to action**, lead capture, and follow up.
- Reviewed campaign analytics and web data, then adjusted targeting, messaging, timing, and channel strategy.

Digital Marketing Specialist

July 2023 - December 2024

Mountain West Arts Foundation

Denver, CO

Executed digital campaigns for donor appeals, membership programs, events, and community engagement. Managed Salesforce Marketing Cloud communications, WordPress and Drupal publishing, social calendars, paid media, SEO, analytics, and external partners across a complex **nonprofit environment**.

- Executed donor, membership, event, and community campaigns across email, social, paid media, and web.
- Developed **Salesforce Marketing Cloud** segments, **automated journeys**, email campaigns, and performance reports.
- Maintained **WordPress** and **Drupal** pages, applying SEO practices and improving event information clarity.
- Coordinated event promotion, registration messaging, reminders, and **post event follow up** with program teams.
- Managed social calendars and paid campaign setup, aligning creative, targeting, schedules, and messaging.
- Coordinated freelancers and vendors, documented requirements, and reviewed deliverables against brand objectives.

Digital Marketing Coordinator

October 2022 - June 2023

Civic Bridge Community Network

Colorado Springs, CO

Supported nonprofit digital communications for donors, volunteers, participants, and community partners. Built segmented email sends, maintained WordPress pages, coordinated social publishing, compiled **analytics**, and supported stakeholder delivery across fundraising and event campaigns.

- Supported email, website, **social media**, and content campaigns for nonprofit audiences and partners.
- Built segmented **marketing automation** sends, testing subject lines and **calls to action** for engagement.
- Published WordPress program and event pages, applying **SEO** practices and checking content accuracy.
- Created social content and maintained publishing schedules for fundraising drives and community announcements.
- Compiled campaign and **web analytics** into recurring reports that informed future communications.
- Coordinated stakeholders and creative partners, strengthening deadline management across campaign deliverables.

PROJECTS

Advancement Campaign Journey 📅 2025

Created a coordinated donor journey linking segmented Salesforce Marketing Cloud emails, landing pages, event registration, and follow up communications.

Nonprofit Event Registration Experience 📅 2024

Built a web and email experience for event promotion, registration, reminders, attendance support, and post event engagement.

LEADERSHIP & AWARDS

- Recognized by advancement leadership for dependable delivery across donor campaigns, event communications, and competing calendar priorities.
- Selected for expanded ownership of Salesforce Marketing Cloud journeys, paid media coordination, and freelance partner review.
- Commended by program teams for clear campaign reporting and practical recommendations grounded in audience response.

EDUCATION

Bachelor of Science in Marketing

Colorado State University GPA: 4.0

Coursework: Digital marketing, consumer behavior, marketing analytics, communications

2022

Fort Collins, CO

CERTIFICATIONS

- Salesforce Marketing Cloud Email Specialist 📅 2025
- Google Analytics Certification 📅 2023

TECHNICAL SKILLS

- **Marketing Automation:** Salesforce Marketing Cloud, automated journeys, constituent workflows
- **Email Marketing:** Email campaigns, audience segments, A/B testing
- **Content Management Systems:** WordPress, Drupal, CMS publishing
- **Web Analytics:** Google Analytics, campaign analytics, performance reporting
- **Paid Media:** Paid social, media budgets, ROI optimization
- **Social Media:** Social calendars, content scheduling, audience targeting
- **Web Development:** Landing pages, lead capture, calls to action
- **Event Marketing:** Event registration, promotion, reminder sequences
- **Search Marketing:** SEO, metadata, web content optimization
- **Data Management:** Audience data, engagement history, constituent records
- **Project Management:** Communications calendars, deadline management, prioritization
- **Partner Management:** Freelancers, external vendors, creative deliverables

SKILLS

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|-------------------------|---------------------|----------------------|----------------------|
| • Email Marketing | • A/B Testing | • WordPress | • SEO |
| • Marketing Automation | • Content Marketing | • Drupal | • Web Analytics |
| • Audience Segmentation | • Social Media | • Landing Pages | • Project Management |
| • Automated Journeys | • Paid Media | • Event Registration | |

PROFESSIONAL AFFILIATIONS

- Association of Fundraising Professionals, Colorado professional member.
- Higher Education Marketing Network, digital communications participant.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST