

# Aiden Lambert

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## EXECUTIVE SUMMARY

Innovative and results-driven marketing professional with a proven track record of increasing engagement, enrollment, and fundraising through data-driven strategies and compelling content. Successfully led digital campaigns that boosted social media reach by over 800%, increased school enrollment by 24%, and surpassed annual fundraising goals. Skilled in brand development, social media strategy, email marketing, and alumni relations, with a passion for crafting high-impact digital experiences that drive community engagement and revenue growth. Adept at leveraging analytics, creative storytelling, and emerging marketing trends to amplify brand visibility and enhance audience connection.

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## EDUCATION

**University of Central Florida**, Orlando, FL  
Bachelor of Science in Business Administration, Marketing  
GPA: 3.513

**December 2024**

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## PROFESSIONAL EXPERIENCE

**Saratoga Central Catholic School** – Saratoga Springs, NY

**May 2022 – Present**

Marketing Coordinator (Part-time)

**August 2022 – Present**

- Developed and implemented targeted marketing campaigns, contributing to a 24% increase in enrollment over three years and reversing a prior trend of consistent decline.
- Designed and launched a modern, user-friendly website that effectively communicates with current students, prospective families, alumni, and donors, aligning with organizational goals for growth.
- Created and managed a consistent organic marketing strategy across Facebook, Instagram, X, and TikTok, resulting in a 245% increase in Facebook reach and an 852% increase in Instagram reach within the first five months.
- Led and mentored a group of nine student interns annually in a social media content creation course, teaching best practices for filming engaging social content, conducting brand photoshoots for athletics, and aligning with the school's brand.
- Implemented a new email newsletter strategy, achieving consistent viewership rates of over 70% (priorly 54%).
- Ran paid Facebook and Instagram ads for admissions events, consistently booking each event to capacity with 20+ families and achieving a cost per link click of \$0.25–\$0.35.
- Crafted relevant press releases and strengthened partnerships with local news outlets.

Head of Alumni Affairs (Contract)

**July 2023 – Present**

- Exceeded revenue goal in my first year for the Annual Appeal campaign, raising 110% of the \$30,000 target through innovative digital campaigns, after consecutive years of underperformance.
- Digitized alumni records, transitioning from paper to a digital database, and increased online donor gifts to nearly \$10,000 (up from \$3,400), including securing the school's first monthly recurring donations.
- Launched the school's first structured Giving Tuesday digital campaign, leveraging targeted SMS and email marketing to raise over \$7,500 in 24 hours.
- Designed and worked with outside manufacturers to create a branded appeal mailer sent to 3,800 contacts.
- Rebranded the Alumni & Friends E-Newsletter to a bi-monthly digital format, growing alumni email subscribers by over 100%.
- Created and grew an Alumni Facebook Group to 400+ members in the first year, connecting previously lost alumni.

Advancement Intern (Part-time)

**May 2022 – August 2022**

- Assisted the Advancement Coordinator with organizing major giving events, including the Annual Golf Tournament, which engages over 100 donors and raises over \$15,000 annually.
- Collaborated with third-party vendors to place effective newspaper advertisements, ensuring brand alignment.
- Designed optimized graphics for annual major events, tailored for social media, website, and email platforms.

**Saratoga Recreation Department** – Orlando, FL

**May 2021 – August 2021**

Marketing Volunteer Intern (Part-time)

- Developed email marketing campaigns and updated the website with relevant information, increasing enrollment in summer programs across the city.
- Designed promotional materials, including flyers, posters, and custom certificates for over 150 campers, enhancing program visibility and participant recognition.
- Captured photos and videos of camps and clinics for social media, driving community engagement and showcasing program success.

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## ADDITIONAL INFORMATION

**Computer Skills:** Microsoft Office, Google Workspace, Canva, Meta Business Suite, Constant Contact, WixStudio, GiveSmart, FACTS Management

**Certifications:** Microsoft Office Specialist: Excel Associate (Office 2019)