

ASHLEE HILTON

NONPROFIT MARKETING & COMMUNICATIONS STRATEGIST

Donor Communications • Integrated Campaigns • Content Strategy

Tulsa, OK | [918-808-0770](tel:918-808-0770)

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PROFESSIONAL SUMMARY

Mission-driven nonprofit marketing and communications strategist with 7+ years of experience turning complex missions into clear reasons to give, volunteer, attend and engage. Combines donor-centered writing, campaign strategy, audience research, visual storytelling, WordPress, SEO and analytics with organized execution from concept through measurement. Known for high-volume content leadership, collaborative communication and deadline reliability across digital, event and community-facing initiatives.

SELECTED CAREER IMPACT

- Led 15+ integrated campaigns annually and produced 35+ posts and marketing assets weekly across six social platforms, email, web and event channels.
- Wrote 12+ marketing emails monthly and promoted 8–15 events annually, aligning audience, message, creative format and calls to action with each campaign objective.
- Supervised 4–7 team members, coordinated 10–15+ simultaneous projects and maintained a 98–100% deadline-completion rate.
- Supported 25–50+ client or organizational accounts and coordinated 15–25+ community partners annually through responsive communication and dependable follow-through.

CORE EXPERTISE

Donor & Fundraising Communications • Integrated Campaign Strategy • Brand & Impact Storytelling • Email Marketing • Social Media Strategy • Volunteer Recruitment • Event Promotion • WordPress & SEO • Audience Research • GA4 & KPI Reporting • Content Calendars • Project & Team Leadership

PROFESSIONAL EXPERIENCE | 7+ YEARS COMBINED

Employer and client names are represented with accurate descriptors for privacy. Formal names and dates are available during application or verification.

Director of Marketing & Communications | Confidential Regional Organization

Remote • Tulsa, OK

- Led 15+ integrated campaigns per year, translating organizational priorities into coordinated social, email, web, event and community-facing communications.
- Directed production of 35+ weekly content assets across Instagram, Facebook, LinkedIn, TikTok, YouTube and Pinterest, tailoring voice, format and CTA to each audience and channel.
- Promoted 8–15 events and coordinated 15–25+ community partners annually, aligning timelines, approvals, promotional assets and stakeholder communications.
- Supervised 4–7 contributors and managed 10–15+ concurrent projects while sustaining a 98–100% on-time completion rate.

Senior Digital Strategist | Independent Consulting Practice

Remote • Tulsa, OK

- Built and manage a WordPress content platform spanning 30–75 maintained pages, improving findability through keyword-aligned headlines, metadata, internal links and audience-centered page structure.
- Publish 50–100+ articles annually using audience research, search intent, editorial planning, persuasive storytelling and conversion-focused calls to action.
- Create branded Canva, Photoshop and Lightroom assets for web, social and mobile use while maintaining a consistent visual and verbal identity.
- Use GA4, platform analytics, Google Ads knowledge and performance goals to evaluate content, refine messaging and guide creative decisions.

Digital Marketing & Engagement Lead | Selected Contract & Client Engagements

Remote • Client-Based

- Supported 25–50+ client or organizational accounts annually through responsive communication, scheduling, follow-up, campaign coordination and day-to-day marketing support.
- Developed social content, promotional messaging, community outreach and digital materials designed to build trust and move audiences toward action.

SELECTED NONPROFIT MARKETING PORTFOLIO

Harbor & Hope | Integrated Nonprofit Brand & Campaign System

Portfolio Concept

- Created a transparently labeled fictional nonprofit brand system demonstrating fundraising, volunteer recruitment, donor stewardship, monthly giving, advocacy and community engagement.
- Produced 36 social assets, 15 event-promotion graphics and 12 complete marketing emails, each grounded in a defined audience, objective, CTA and suggested KPI.

Feed Their Tomorrow | Giving Tuesday Child-Hunger Campaign

Portfolio Concept

- Developed an end-to-end campaign strategy spanning donor email, donation-page copy, matching-gift messaging, social carousel and Reel concepts, campaign timeline, KPIs and research-informed rationale.
- Applied donor-centered storytelling, tangible gift impact, urgency and a low-friction CTA to demonstrate fundraising-marketing judgment without presenting concept work as real-world results.

Volunteer Recruitment & Donor Impact Campaigns

Portfolio Concept

- Created audience journeys, campaign messaging and promotional assets designed to strengthen volunteer interest, event participation, recurring giving and donor retention.
- Structured case studies around challenge, audience insight, strategy, execution and measurement so employers can quickly evaluate strategic thinking and creative decisions.

Donor Impact Annual Report & Stewardship Campaign

Portfolio Concept

- Developed a multi-channel annual-report promotion framework that translates program outcomes into donor-friendly stories, channel copy, a campaign timeline and an evaluation plan.

Email Appeal & Donation Page Copy

Portfolio Concept

- Wrote a research-informed fundraising email and aligned donation-page copy using a concise case for support, tangible impact, trust signals, urgency and one clear call to action.

REPRESENTATIVE NONPROFIT DELIVERABLES

Donor appeals • Donation-page copy • Matching-gift messaging • Stewardship emails • Volunteer recruitment • Event promotion • Social carousels & Reel concepts • Campaign briefs • Content calendars • KPI plans • Annual-report promotion • Partner communications

CERTIFICATIONS & NONPROFIT TRAINING

- HubSpot Email Marketing Certification
- HubSpot Content Marketing Certification
- Google Analytics 4 Certification
- NonprofitReady: Nonprofit Essentials, Fundraising Essentials and Marketing Essentials

PLATFORMS & TECHNICAL SKILLS

Social & Content: Instagram, Facebook, LinkedIn, TikTok, YouTube, Pinterest, content calendars, short-form video concepts and community engagement

Web, SEO & Analytics: WordPress, on-page SEO, Google Analytics 4, Google Ads knowledge, platform analytics, KPI frameworks and Excel reporting templates

Creative & Productivity: Canva, Adobe Photoshop, Lightroom, Google Workspace, Microsoft Office and AI-assisted ideation with human review

EDUCATION

Northeastern State University | Bachelor of Science in Marketing, 2018 | Tahlequah, OK

PORTFOLIO & CONTACT

ashleehiltonmarketing.com | linkedin.com/in/ashleehiltonmarketing | ashlee@ashleehiltonmarketing.com

Portfolio includes nonprofit campaign strategy, donor communications, email writing, social assets, event promotion, impact storytelling and SEO-led content samples.