LILLIAN WALDREP

MARKETING & COMMUNICATIONS | BRAND STORYTELLING | DIGITAL ENGAGEMENT

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PROFESSIONAL SUMMARY

Communications professional passionate about putting storytelling at the heart of strategy and creating meaningful connections between brands and their audiences. Blends creative thinking with data-driven insights to deliver engaging, results-focused campaigns.

EXPERIENCE

MANAGER OF ANNUAL GIVING | HOLY INNOCENTS' EPISCOPAL SCHOOL

Atlanta, Georgia | March 2025-September 2026

- Designed end-to-end visual identities and campaign collateral—including campaign branding, social media assets, print brochures, pitch decks, email templates, and digital reports using Adobe Creative Suite and Canva.
- Managed full-lifecycle campaigns with a focus on social media, email, web, and print channels to attract, engage, and retain target audiences.
- Co-led integrated marketing campaigns in a two-person team, achieving 153% of our annual revenue goal ($2.3M raised vs. $1.5M target) through targeted email series, custom digital assets, and optimized web landing pages.
- Analyzed performance trends and target audience databases using CRM tools (Raiser's Edge NXT, GiveCampus), increasing active participation from 54% to 63% in a single annual campaign cycle.
- Directed volunteer onboarding and outreach training while collaborating across internal teams to unify brand messaging and deepen community connection.

DEVELOPMENT ASSOCIATE | HOLY INNOCENTS' EPISCOPAL SCHOOL

Atlanta, Georgia | August 2023-March 2025

- Supported Annual Giving, Alumni Relations, and Parent Engagement initiatives by coordinating event logistics, audience communications, social media content, and promotional campaign materials.

FUNDRAISING AND EVENTS COORDINATOR INTERN | NUÇI'S SPACE

Athens, Georgia | January 2023-May 2023

- Developed and launched promotional content across web and digital platforms, including website content, graphics, and branded assets, to expand audience engagement.
- Supported grant writing and research while coordinating event logistics, budgeting, and community partner outreach.

OPERATIONS INTERN | CURE FOR CHILDHOOD CANCER

Atlanta, Georgia | August 2022-December 2022

- Streamlined operations and event logistics for donor initiatives benefiting Children's Healthcare of Atlanta, managing guest communications, coordinating project workflows, and developing marketing collateral—including impact pieces, pitch decks, and digital graphics.

OPERATIONS INTERN | ROLE MODELS

London, England—Virtual | May 2021-July 2021

- Supported K–8th educational programming and curriculum development while designing promotional materials and managing program scheduling, communications, and virtual administrative operations.

PHILANTHROPY CHAIRMAN | KAPPA KAPPA GAMMA SORORITY

Athens, Georgia | December 2020-December 2022

- Founded and executed the inaugural "5K for Kappie" memorial event. Directed strategy, logistics, promotion, and local outreach to drive donor engagement and revenue.
- Led a 25-member philanthropy committee to raise $125,000+ for non-profit partners by managing multi-event budgets, marketing campaigns, and sponsor relations.

EDUCATION

Master of Arts

Nonprofit Management and Leadership
University of Georgia
May 2023

Bachelor of Science

Family and Consumer Science
School of Human Development and Family Science
University of Georgia
May 2022

CERTIFICATIONS

Digital Marketing Certification
University of Virginia | August 2024

Email Marketing Certification
HubSpot Academy | August 2024

Google Ads Certification
Google Ads (Google Partner) | June 2024

Google Analytics Certification
Google Digital Academy (Skillshop) | June 2024

SKILLS & EXPERTISE

Strategy & Communications:
Digital Marketing | Brand Strategy | Visual Storytelling | Content Planning | Campaign Optimization

Engagement & Leadership:
Stakeholder & Donor Relations | Cross-Functional Leadership | Volunteer Management | Event Strategy

Design & Digital Tools:
Adobe Creative Suite (InDesign, Photoshop, Illustrator) | Canva | Mailchimp | Finalsite | Raiser's Edge NXT | GiveCampus