Meet the facilitator

Rachel Monaghan & Melinda Hilsenbeck

Mel is Senior Digital Lead at Marlin Communications, where she helps nonprofits build practical digital solutions that steward donors and attract new ones. Over the past six years she has helped charities of all sizes access the digital expertise larger corporate organisations have. She combines strategy with hands-on delivery, using analytics and user testing to inform decisions.

Rachel is a Digital Campaign Specialist with 10+ years of experience using creativity, strategy and data to drive change for purpose-led brands. For the past three years at Marlin Communications, she has helped leading Australian not-for-profits grow awareness, acquire donors and build lasting supporter engagement. Her background spans digital advertising, email journeys, content and conversion-focused A/B testing.