

FIA Presenter Bios

Mitchelle Katsande

Mitchelle Katsande is a highly accomplished digital strategist with extensive experience in marketing and leadership roles. Currently, at Digital Ninjas, she develops and manages marketing strategies for a variety of clients. Previously, Mitchell served as a co-founder and marketing director at Benevolence Financial Group, leading teams to achieve over \$15 million in lending and securing PR coverage in major outlets.

She holds a Master of Commerce with a major in Marketing from the University of Sydney and a Bachelor of Commerce with a major in International Business and a minor in Finance from Macquarie University. Her professional journey includes notable roles such as Social Media & Content Manager at United Nations Youth Australia. Mitchell's core skills include digital marketing strategies, SEO, SEM, paid ads, PR, content marketing, and team leadership. She is also proficient in SPSS, HubSpot, Qualtrics, and CRMs. She holds 6 certifications with Google for their Marketing Suite. Her dedication to continuous improvement is evident through her specialized training. Outside of work, she enjoys archery and basketball and spending time with loved ones. Connect with Mitchell on [LinkedIn](#) or reach out via email at mitchelle@digitalninjas.com.

Adam Brady

Adam Brady is a senior digital strategist at Digital Ninjas, with five years experience in digital marketing. He loves all things digital, with a particular emphasis on paid social & search and he loves diving deep into the user experience & journey and how these can be tweaked for the strongest possible results.

Adam holds a double degree in Business and Arts in International Studies, majoring in Marketing. Adam is a dynamic & innovative strategist, always on the lookout for new developments in the digital world and how these developments can be best leveraged for non-profits in line with their marketing goals. Outside of work, you can find Adam relaxing at the beach or scouting for the best woodfired pizza in Sydney.

Jonathan Dawson

Jonathan has more than 20 years experience in digital marketing and product development with roles across Marks & Spencer, The Hut Group, Expert360 and Taste.com.au. Raised and Educated in the UK, Jonathan moved to Australia with the intention of pursuing his ambition to become a pro surfer, instead choosing to embark on the much more rewarding journey of working in a nonprofit organisation. The most recent 14 years of his career have been dedicated to working with not-for-profits to help grow their digital fundraising and service

delivery. Founding Digital Ninjas in 2013, he now leads a team of dedicated digital experts who work with a wide range of organisations from UNICEF and UN Women through to The Smith Family, Pink Elephant Support Network, Black Dog Institute and Lifeline. Jonathan and the team at Digital Ninjas pride themselves in striking the right balance between creative problem solving and technical expertise to get the job done.