

Meet the facilitator

Fiona Hawley

Head of Digital Strategy, Digital Ninjas

With a 20+ year career spanning both commercial marketing and high-impact fundraising, Fiona serves as a strategic leader and Head of Strategy with a deep command of the digital landscape. Fiona's expertise is formally backed by a Master's degree in Digital Marketing (UTS), which complements nine years dedicated specifically to the nonprofit sector. She specialises in translating complex digital data into clear, high-velocity paid media and CRO strategies, focused on maximising donor ROI and building sustainable growth for mission-driven organisations.