

# Sam Nolan

samuelnolan22@gmail.com | (540) 222-8410 | [www.linkedin.com/in/samuelnolan](https://www.linkedin.com/in/samuelnolan) | [www.samnolan.org](https://www.samnolan.org)

## Professional Experience

### *Assistant Director of Annual Giving*

**Sep 2025 – Present**

*Mary Baldwin University, Staunton, VA.*

- Develops and executes a comprehensive annual giving strategy aligned with institutional fundraising priorities.
- Coordinates donor segmentation strategies to tailor messaging for alumni, parents, and other constituent groups.
- Designs and oversees production of appeal materials in partnership with campus stakeholders and external vendors (design, printing, mailing).
- Collaborates with Advancement and Alumni Engagement teams to support broader fundraising initiatives and engagement goals.

### *Executive Director*

**Nov 2022 – Present**

*Turn the Mill Around Campaign, Broad Run, VA.*

- Oversees advocacy and donor campaigns resulting in significant growth in constituent engagement and recurring giving. Implements CRM-based segmentation and engagement workflows using spreadsheet databases and mailing platforms.
- Designed and maintains a digital archive of 2,000+ historical artifacts for community access.
- Administers software systems and provided troubleshooting support for the organization's digital platforms, including website management and donor CRM tools.

### *Writing and Editorial Specialist (Contractor)*

**July 2024 – Nov 2024**

*Toffler Associates, Arlington, VA.*

- Created onboarding, training, and campaign materials to support national wellness programming and internal engagement.
- Partnered with federal and nonprofit stakeholders to ensure messaging aligned with strategic objectives and employee needs.
- Applied performance metrics and feedback to refine content and improve impact.

### *Digital Communications Intern*

**Aug 2021 – Dec 2021**

*Center for Clean Air Policy, Washington, DC.*

- Partnered with policy and leadership teams to launch a new website and ensure alignment between research content and advocacy goals.
- Managed social media and email campaigns, publishing 40+ pieces of climate-focused content with measurable audience engagement.
- Edited policy and research content for public dissemination, ensuring accuracy and accessibility.

### *Social Media Coordinator*

**Jul 2019 – Feb 2020**

*Eat the Capital, Washington, DC.*

- Produced and scheduled branded content for 30+ client accounts, tailoring copy and graphics to fit brand identity and audience behavior.
- Implemented agile marketing workflows as team lead, improving project turnaround and team accountability across a team of 10 account managers.
- Reviewed engagement metrics to inform future content and optimize client outcomes.

## Education

### *University of Virginia, Charlottesville, VA*

- Bachelor of Arts in Media Studies, **Aug 2014 – May 2018**
- Master of Arts in Media, Culture, and Technology, **Aug 2020 – May 2022**

## University Experience

- *Graduate Teaching Assistant, Media Studies Department, Jan 2021 – May 2022*
- *Audio Visual Manager, University Dean of Students Office, Jul 2017 – Aug 2018*
- *Research Assistant, MDST 4000: Media-Ready Feminism and Everyday Sexism, Dec 2016 – May 2017*