

Aaron Fenster

Business & Marketing Graduate · Melbourne, VIC

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PROFILE

Marketing and business graduate from Monash University with practical experience across digital marketing, campaign management, e-commerce, content creation, and client support. Worked across real projects covering email outreach, website builds, brand content, and AI-assisted workflows. Comfortable managing multiple tasks in a fast-paced environment and eager to grow within a professional team.

EXPERIENCE

Synterra Digital (Freelancer)

Apr 2022 – Feb 2026

- Worked across 10+ client accounts in Australia, executing campaigns and projects spanning email outreach, web development, and digital strategy
- Used AI tools to support content creation, campaign copywriting, and workflow efficiency across client projects
- Executed B2B email marketing campaigns through Reply.io achieving a 69% open rate, 17% reply rate, and 94% delivery rate, reaching 400+ targeted prospects per day at peak
- Supported lead generation and outreach for a logistics client, contributing to 3 new contracts secured within 14 days
- Built and launched client websites on Shopify, taking projects from brief through to delivery
- Managed client communication, reporting, and account management across active campaigns

Bialik College

Mar 2021 – Present

Facilities & Customer Services Assistant

- First point of contact for students, parents, and staff, handling enquiries and resolving issues calmly and professionally
- Kept the fitness centre running smoothly daily, covering equipment, safety compliance, and general operations

Second Base Vintage

Jul 2023 – Dec 2025

E-commerce & Brand Operations

- Managed day-to-day e-commerce operations across Shopify and Depop, covering product listings, pricing, inventory, and order management
- Shot and edited product photography using Adobe Photoshop and Lightroom for online listings and social media
- Handled customer service and after purchase support, maintaining a strong review rating through consistent communication
- Liaised with suppliers on stock sourcing and product selection to support ongoing inventory needs

NLS Academy

Feb 2024 – Jan 2025

Marketing & Digital Support

- Planned and managed paid social advertising campaigns on Meta (Facebook & Instagram) to drive program sign-ups and reach new audiences
- Built and launched the academy's website, handling all ongoing updates and maintenance after launch
- Created graphics and visual content for social media to support the academy's digital marketing presence

Vivid Dreams Clothing

Nov 2022 – Mar 2024

Brand & Productions Coordinator

- Assisted with the launch and ongoing operations of an independent clothing label, contributing to brand setup, website development, and day-to-day tasks
- Coordinated with manufacturers on garment production, material sourcing, and quality control

- Created photography and video content for digital marketing using Adobe Photoshop and Lightroom

Goodlife Health Club & Athletes Society

Jun 2021 – Apr 2023

Personal Trainer

- Delivered personal training sessions for individual and small group clients, managing programs, scheduling, and ongoing client relationships

SKILLS & EDUCATION

Marketing

Campaign management · Email marketing · Social media marketing · Content creation · Digital marketing strategy · Lead generation · B2B outreach · Brand management

Web & E-commerce

Shopify · E-commerce operations · Website development · Product photography

AI & Technology

ChatGPT · Claude Code · AI-assisted content creation · AI copywriting · Prompt engineering · AI workflow automation

Design & Creative

Adobe Photoshop · Adobe Lightroom · Canva · Photography · Videography

Business

Client management · Account management · Business operations · Supplier negotiation · Project coordination · Reply.io

Bachelor of Business (Marketing)

Monash University
Graduated 2025

Diploma of Fitness

Australian Institute of Fitness
Graduated 2021

Victorian Certificate of Education

Bialik College
Graduated 2020