

# Ciara MacDonald

<https://www.strongfiercebeautiful.org/> 

+1 5097159442 

ciara@prestapost.com 

<https://www.linkedin.com/in/ciaramac/> 

---

## Experience

NOVEMBER 2021 - PRESENT

### Marketing Operations Intern/Schweitzer Engineering Laboratories

- Support Salesforce and Salesforce Marketing Cloud Account Engagement applications within the Marketing division.
- Improve data accuracy for prospects, contacts, and leads.
- Monitor Salesforce maintenance reports and Pardot segmentation lists to maintain data cleanliness.
- Update information for contacts and prospects that have moved or changed jobs to maintain accurate customer information.
- Take Trailhead training and attend live training to deepen my understanding of Salesforce.
- Develop reports and dashboards to better visualize data for internal customers.

FEBRUARY 2020 – DECEMBER 2021

### Visual Merchandiser/B & L Bicycles

- Provide excellent customer service to customers in finding, purchasing, and maintaining their dream bicycle.
- Maintain a clean and organized storefront.
- Assist in both sales and service departments to improve the flow of bicycles through the store.
- Execute window displays and in-store displays to create a cohesive, store-wide visual merchandising program.
- Leverage visual merchandising to drive foot traffic, drive bike sales, and boost the sale of accessories.
- Implemented a new organizational system in stocking rooms to increase storage space by 50%.
- Coordinate new sales floor strategies to control traffic flow through the store during the pandemic.
- Collaborated on new work from home strategies during the pandemic.
- Worked independently to build dozens of bicycles at home early in the pandemic.

AUGUST 2015 – AUGUST 2017

### Camp Counselor/Larry Kemp Bike Camp

- Successfully implemented safety protocols to create a safe and fun environment for up to 48 campers per event.
- Coached riders with a range of skill sets from beginner to advanced.
- Provided mechanical support on rides and in free time.
- Assisted others in their day-to-day tasks.

---

## Skills

Salesforce – Visual Merchandising – Adobe Illustrator – Adobe InDesign – Adobe Photoshop – Trend Forecasting – Pattern Drafting – Windows – Word – Excel – PowerPoint – Creativity – Problem Solving – Organization – Self-Motivated – Team Player – Persistent

---

## Education

MAY 2024 – EXPECTED GRADUATION

### Bachelors – Apparel Design and Web Development/Washington State University

- Double Major: Apparel Merchandising, Design, and Textiles (Apparel Design) and Digital Technology and Culture (Web Development).
- Awards: **Best in Show** at the WSU Inclusive Fashion Show 2021 and **Social Awareness** at the 39th Annual WSU AMDT Fashion Show.
- Teachers Assistant – Spring 2020, Fall 2021, Spring 2022

AUGUST 2019

### Associates of the Arts General Education/Spokane Falls Community College

- Degree earned while in High School
- Honor Roll student
- Member of the Writing club

---

## Hobbies

Jewelry Making – Drawing – Watercolor Painting – Mountain Biking – Hiking

---

## Volunteer

### Food Bank Volunteer/Pullman Child Welfare

- Organized shelves and products.
- Arranged products into groups by type and expiration dates.
- Helped deliver food to members of the community.