



Ciara MacDonald

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Experience

NOVEMBER 2021 - PRESENT

Marketing Operations Intern/Schweitzer Engineering Laboratories

- Support Salesforce and Pardot applications within the Marketing division
- Improve data accuracy for prospects, contacts, and leads
- Monitor Salesforce maintenance reports and Pardot segmentation lists
- Update information for contacts and prospects that have moved or changed jobs
- Trailhead training and live B2BMA training

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 – Mac OS – Word – Excel – PowerPoint – 3D Clo – Creativity – Problem Solving – Organization – Self-Motivated – Team Player – Persistent – Driven

Education

MAY 2022

Bachelors of the Arts - Apparel Merchandising Design and Textiles/Washington State University

- Best in Show – Inclusive Fashion Show 2021
- Social Awareness – 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