

# BAILLEY MACDONALD

*Designer*



## CONTACT

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I am a highly intuitive individual with years of experience in social media advertising, marketing and communication. This has allowed me to develop a broad interest in the field of sales and online engagement.

## EDUCATION

### Framingham State University

2019-2022

Fashion Design and Marketing

- Deans List

### Northern Essex Community College

2022-In Progress

Business Marketing

## WORK EXPERIENCE

### Bijou Nightclub

May 2020-Present

- Customer service
- Promoting celebrities, vendors, and talent
- Content creation for social media promotion: Tiktok, Instagram, and Snapchat
- Training new employees
- Upselling products to clients and having regulars

### Lilly Licious Designs Co.

March 2013-Present

- Painting Custom Lilly Pulitzer prints
- Creating custom work specifics by clients
- Fulfilling orders and packaging products

## SKILLS

- Social Media, Instagram, Snapchat, Youtube, Facebook, TikTok
- Digital marketing and advertising
- Softwares, Photoshop, Lightroom, Facetune, Canva
- Online/in person retail transfers

