

# CHLOE MACDONALD

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## EDUCATION

**St. Lawrence University**, Canton, NY

May 2023

Bachelor of Arts, *Performance and Communication Arts*

GPA: 3.27

Relevant Courses: Quantitative Research Methods, Microeconomics, Macroeconomics, Culture & Media Studies, Public Speaking

## RELATED EXPERIENCE

**James Ascher**, *Sales & eCommerce Associate*, Charleston, SC

Jan 2024 – Present

- Assisting over 20 customers daily in selecting home and fashion items, driving daily sales exceeding \$2k
- Contribute to the curation and buying process of clothing, accessories and home merchandise
- Implement and maintain visually appealing merchandise displays, strategically placing products to optimize purchases
- Skilled in efficient inventory management, consistently completing tasks 40% faster than peers
- Proficient in filling 25+ online orders daily

**Creative Media Marketing**, *Public Relations & Influencer Marketing Intern*, New York, NY

Jun 2022 – Apr 2023

- Coordinated influencer marketing campaigns for major beauty brands such as OPI, Stila, European Wax Center, La Roche-Posay, Schwarzkopf, and Ole Henriksen
- Arranged and executed creative deliveries for top tier influencers and beauty editors
- Monitored client's media placements on Cision, Zinio, and Tribe and created bi-weekly and monthly reports
- Aided in planning over 10 events for various product launch parties and specific celebrations
- Drafted over 20 pitches about clients' new products for editors at Allure, Cosmopolitan, Elle and Vogue

**SheSpeaks**, *Client Team Intern*, Remote

Jun 2021 - Aug 2021

- Coordinated influencer marketing campaigns with major companies such as Walmart, Target, Procter & Gamble, and Johnson & Johnson
- Identified and selected strong and relevant influencers to represent different major brands and household and beauty new products
- Created weekly PowerPoint presentations for clients on how campaigns performed with engagements and how campaigns positively impacted clients' sales

## SUPPORTING EXPERIENCE

**Delta Delta Delta**, *Director of Recruitment Events*, Canton, NY

Dec 2021 – May 2023

- Organize and execute all formal and informal recruitment events and schedules while communicating with university officials and executive office representatives
- Spearhead member selection committee and conduct bi-monthly meetings regarding member organization

**Laurentians Investing in Networking & Careers (LINC)**, *Mentee*, Canton, NY

Sep 2020 – May 2023

- Selected as one of 75 students paired with alumni mentors based on academic excellence and initiative
- Network with alumni to explore career paths across a variety of business verticals in a virtual environment
- Building relationships with professionals in business and communications at Fortune 500 companies including Morgan Stanley and eBay

**Society of Women in Business**, *Member*, Canton, NY

Sep 2019 – May 2023

- Promote the success of students in the business and communications realm through attending weekly networking panels, workshops, and group collaborations

## SKILLS & INTERESTS

**Skills:** Microsoft Office, Google Workspace, Communication, Attention to Detail, Critical Thinking, Problem Solving, Adaptability, Leadership, Visual Merchandising, and Teamwork & Collaboration

**Interests:** Fashion and Beauty Trends, Styling, Reading, Running, Golf, Tennis, and Volunteering