

Bridgette MacDonald

Telephone: (206) 949-1492

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Summary of Qualifications

- Strategic marketer with nearly 7 years of experience in project management and client services at an integrated marketing agency.
 - Developed and executed marketing campaigns that featured branding strategy and rebrands, event development and national consumer experiential activations.
 - Deadline driven self-starter with the ability to maintain focus on multiple projects at once.
 - Thrive in a fast-paced environment managing across multiple shifting priorities and various stakeholders.
 - Strong organizational and communication skills with attention to detail, and keen eye for client needs.
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Work Experience

206Agency, November 2013 – Present

Manager, Consumer Engagement; Seattle, Washington

- Manage integrated campaigns for national clients, including Amazon, Microsoft, Toyota, Levi's, Southwest Airlines.
 - Amazon. Manage a multi-city tour for Amazon's mobile payment system, partnering with festivals and their vendors to generate awareness and get the product in the hands of the vendors.
 - Microsoft. Develop strategy and show flow for the 2016 Imagine Cup – an annual global competition for computer science students.
 - Toyota. Manage a multi-city activation for Mirai, partnering with festivals and developing hands-on consumer experiences with this new vehicle.
 - Levi's. Manage consumer marketing strategy, including brand, consumer advertising, social marketing and in-store campaigns for DENIZEN from Levi's.
- Manage day-to-day client and internal communication with effective written and verbal communication skills; maintaining cross-functional communication within tight deadlines.
- Effective project management skills that allow me to lead multiple and diverse projects at once.
- Integral in the development of pitches, strategic consumer marketing plans and event activations, with an eye towards client's business goals.
- Train and manage teams of Brand Ambassadors for experiential marketing activations, ensuring maximum comprehension of the brand and business goals to meet and/or exceed client expectations.
- Extensive experience working with internal design teams to ensure campaign creative is within brand guidelines and meets client expectations.
- Manage budgets ranging from \$50K - \$2M, always looking for ways to keep project profitable and within scope.

206Agency, February 2012 – November 2013

Associate Manager, Consumer Engagement; Seattle, Washington

- Managed and assisted on the development and execution of integrated campaigns for clients, including Chase, Seattle Chamber of Commerce, Laird Norton Wealth Management and Costco.
- Contributed to creative development and composed creative briefs for a wide range of marketing assets including digital content, e-mail blasts, social media, signage and collateral.
- Managed and maintained weekly client and internal meetings; responsible for all scheduling, documentation of meetings, and follow up to ensure action items were clearly defined and met.
- Serve as point of contact for vendors and managing daily client facing status updates and reports.
- Responsible for daily or weekly client facing project status updates.

206Agency, August 2011 – December 2012

Intern, Seattle, Washington

- Worked with Account teams for Urban Outfitters, Toyota, Levi's and Wild Waves, learning various disciplines within the agency including PR, integrated marketing and experiential activation.
 - Responsible for sweepstakes prize fulfillment and consumer communication to ensure 100% satisfaction.
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Education

University of Washington Bothell, Bachelor of Arts in Marketing

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Graduating Class of 2011, Dean's List 2009-2011

References

Available upon request