



# CARA MCDOUGAL

## About

Keen to contribute to NYFW's success, I offer my passion and deeply rooted commitment as a back house volunteer. I am to play a pivotal role in bringing the creative vision of the designers to fruition, enhancing the social engagement and impact of the event.

## Education

### Masters of Business Administration- Marketing Concentration

Lemoyne College | 3.8 GPA

2022 - 2023

### Bachelor of Professional Studies in Business Management- Fashion Merchandising Specialization, Fashion Design Minor

Cazenovia College

2018 - 2022

### Study Abroad UK- Retail Management

Canterbury Christ Church University

2021 - 2022

## Skills

- Strong knowledge of the fashion industry and current market trends
- Excellent communication skills
- High stress tolerance
- Ability to collaborate effectively
- Precise attention to detail

## Experience

### Luxury Marketing Manager

*Heidi's Boutique / Fayetteville, NY*

2022 - 2024

- Generated promotional social media campaigns targeted to the luxury sector.
- Developed and maintained personalized connections with consumers (CRM).

### Sales Associate

*Urban Outfitters / Syracuse, NY*

April 2021 – September 2021

- Using a customer-focused approach, I was able to exceed sales targets and enhance the retail experience by interpreting both demographics and psychographics.

### Runway Model

*SFW / Syracuse, NY 2021 & 2022*

*SBFW / Manhattan, NY 2022*

*Runway For a Cause / Elmira, NY 2023*

- Successfully walked for a diverse range of designers (Amelia Rosenthal, Hannah Grayson, Elissa Martin) embodying their creative vision and contributing to the overall success of the show.

### Fashion Show Director: Finance & Marketing

*Annual Fashion Show / Cazenovia College*

Sept 2019 – May 2022

- Organized and executed editorial photoshoots
- Managed all finances and event management

