



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

