



Allison MacDonald

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Professional History

Hargrove Inc., Washington DC

Program Manager, Events

2015-Present

Promoted to newly created position to manage the Experiential Marketing line of business across projects by supporting assigned teams with estimating, scope of work creation, financial reporting, and project closing.

- Developed a Change Order process for Account Managers to implement with clients, eliminating the issue of unapproved post-show billing and invoice disputes delaying payments.

Account Manager

2013-2015

Managed more than 50 special events and exhibits, totaling more than \$12M in revenue.

- Promoted to dedicated Account Manager to the top Sales Executive in the company to manage the new Experiential Marketing line of business within 6 months of hire.
- Led the Bud Light - Whatever USA project from the development of the proposal, through to the final transformation of Crested Butte, CO, generating \$2M of new business and several spin-off events.
- Recipient of the Hargrove Super Star Award based on nominations from colleagues and executives.

Salamone Associates LLC, Washington DC

Fundraising and Special Events Coordinator

2012-2013

Coordinated fundraising events, established a contact database for funding, developed sponsor correspondence and designed promotional materials.

- Researched honorees and sponsors for the Frank Sinatra Celebrity Golf Tournament, which raised \$250,000 for the Barbara Sinatra Center for Abused Children and the Yogi Berra Learning Center.

Internships

Cape Town Child Welfare Society, Cape Town, South Africa

Marketing & Funding and Community Development Intern, 2013

Orchestrated 20 educational programs for children within impoverished townships addressing child abuse, health and leadership.

Tailored Treasure LLC, Washington DC

Marketing Consultant, 2011-2012

Produced jewelry exhibitions, acted as a sales representative, designed a new website and created a portfolio book to distribute to prospective clients, retailers and media.

Strategic Experiential Group, New York, NY

Promotions Intern, 2009

Promoted to manage the database of all weekly promotional and special events for Moet-Hennessey across 25 cities nationwide within 1 month of start date.

National Italian American Foundation, Washington DC

Marketing and Special Events, 2007 & 2008

Developed production schedules, written correspondence to existing and potential donors, and collected feedback from event attendees.

Education

University of Nebraska, BA in Psychology & Business

Major GPA: 3.96, Overall GPA: 3.77