

Ashley A. MacDonald

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5155 Nebraska Ave., NW, Washington, D.C., 20008

EDUCATION

American University, Washington, DC

Bachelor of Arts in Justice; Minor in Public Communications & Marketing (May 2009)

Imperial College, London, UK (Spring 2008)

EXPERIENCE

Biodenta, North America, Bethesda, MD

Sales and Marketing Consultant- Maryland Territory, *December 2011 – July 2012*

- Responsible for Maryland oral implant sales, managed territory consisting of 30+ accounts, including specialists and general practitioners (GPs)
- Served as internal implant coordinator to top surgeon accounts marketing their practices to local GPs to positively impact their yearly implant surgery revenue
- Successfully grew highest grossing surgical accounts by onboarding new customers through trial surgery cases and hands-on education courses
- Drove business to existing surgeons by facilitating and marketing education programs to new GPs
- Analyzed sales statistics and determined sales potential and inventory requirements for potential new business while successfully closing new business and up-selling product
- Consistently met or exceeded monthly sales quota while regularly closing new business

Discovery Outsourcing, Denver, CO

Sales and Marketing Coordinator, *July 2011– December 2011*

- Tracked weekly ROI for various marketing initiatives and managed weekly pipeline reports for sales team
- Researched and organized target markets in the Greater Denver Area for upcoming marketing campaigns
- Led and implemented a company-wide eLearning software system for over 3,000 clients
- Created all company social media accounts—Twitter, Facebook, and LinkedIn
- Managed daily content updates of all social media accounts and company website, including press releases, media kits, and general company information

Reznick Group, Tyson's Corner, VA

Renewable Energy Coordinator, *September 2009 – June 2011*

- Drafted client deliverables including RFPs, engagement letters, invoices, and client correspondence
- Created, formatted, and contributed daily to the Tyson's Corner office RE blog and Twitter
- Served as primary point of contact for clients regarding engagement process, logistics, and delivery dates
- Provided direct communication with outside vendors, executives, and employees regarding marketing functions and procedures
- Managed numerous research projects in RE industry
- Tracked RE practice billing and productivity reports
- Arranged team and departmental conferences and meetings, maintained scheduling, coordinated travel logistics, and arranged meal service as needed

Sterne, Kessler, Goldstein & Fox P.L.L.C., Washington, DC

Marketing/PR Intern, *September 2008 – June 2009*

- Conducted research on business development targets and collected litigation data
- Drafted press releases and new client announcements
- Participated in advertising and marketing creative processes and weekly departmental work flow meetings
- Maintained organization while multitasking research projects for attorneys in several fields of patent law
- Assisted with direct mail distribution

ACTIVITIES and SKILLS

- *Member* (Spring 2010 – Fall 2011), The Association of Women in Communications
- *Big Sister* (Spring 2010 – Spring 2011), Big Brother, Big Sister Organization, Northern VA
- *Member* (Summer 2010 – Spring 2011), Toast Masters, Vienna, VA Group

Proficient in Elite Webview; Adobe Acrobat; Microsoft Works, Word, Outlook, and Internet Explorer; QuickBooks; Salesforce.com; and Internet research

References and writing samples available upon request