

CHRISTIANA MCDONALD

Proposal Coordinator & Digital Media
Specialist

CONTACT

Email:
christiana@christianamcdonald.com

LinkedIn:
<https://www.linkedin.com/in/christiana-mcdonald-29b445179/>

Portfolio:
<https://www.christianamcdonald.com/>

EDUCATION

University of Houston

August 2017 – May 2022

A Magna Cum Laude graduate with a Bachelor of Science in Digital Media, a 3.6 GPA, and a 3-year holder of the Dean's List Award.

WORK EXPERIENCE

3815 Media, Inc. • Proposal Coordinator & Digital Media Specialist September 2023 – Present

Responsible for the construction of proposals responses to RFPs, the creation of various social media banners for their Money Making Conversations podcast and for their various clients, and subtitle production for their Money Making Conversations Master Class TV series.

CMC Development & Construction Corporation • Proposal Coordinator June 2023 – September 2023

Led the entire proposal writing process from creation to submission, set the meetings where the progress of the proposal was reviewed, drafted the various proposal templates that the company used to create their proposals, and designed and submitted the proposal responses themselves.

eBizUniverse • RFP Proposal Writer & Billing Clerk November 2022 – June 2023

Drafted the Request for Proposal (RFP) submissions, created the in-house templates used to submit high-quality proposals in Adobe InDesign, impacted company revenue streams to improve sales outcomes, and was the primary contact and manager of all office billing and invoicing.

Strategic Ascent • Lead Videographer February 2022 – July 2022

Lead Videographer in charge of content creation and training staff in video editing programs such as Adobe Premiere Pro.

The Motherhood Center • Freelance Videographer December 2021 – January 2022

Lead Videographer in charge of constructing their Welcome Center Tour and composed their holiday and marketing videos.

3815 Media, Inc. • Graphic Design Specialist August 2019 – August 2021

Worked with their Marketing Team to produce Live Events such as the HBCU College Fair Tour, created the design decks that they used to acquire new clients, and designed the logos that they used in their various marketing projects.