

Cassie Hunt
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EDUCATION

Clemson University

Bachelor of Arts in Language (Spanish) and International Business | May 2025

EXPERIENCE

Silvina Ledesma | Merchandising Intern

Córdoba, Argentina | March 2024 - June 2024

- Designed and developed new clothing pieces, ensuring quality standards.
- Conducted financial analysis to determine production costs and pricing strategies.
- Managed international e-commerce content and processed online orders.

Kiawah Island Beach Club | Management Intern

Kiawah, SC | May 2023 - Aug 2023

- Oversaw boutique curation, increasing sales and customer engagement.
- Managed communication between departments to improve efficiency.
- Analyzed financial reports to track revenue and optimize strategies.

Brooke Wilder Atelier | Commercial Consultant

Charleston, SC | May 2021 - Present

- Assisted commercial campaigns and runway shows, enhancing brand awareness.
 - Worked closely with designers to promote seasonal collections.
 - Developed expertise in garment construction and market trends.
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PRESENTATIONS

28th Annual Conference on the Americas | Presenter

University of Georgia | Athens, GA | February 2025

- Delivered research on Colombian fashion designer **Johanna Ortiz**.
 - Explored Ortiz's influence on Colombian identity and international fashion.
 - Participated in discussions on Latin American cultural expression.
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SKILLS

- **Languages:** Advanced Spanish (Business & Marketing focus)
 - **Fashion & Merchandising:** Trend analysis, product placement, boutique curation
 - **Business & Marketing:** Financial analysis, pricing strategy, brand positioning
 - **E-Commerce:** Website management, digital sales optimization
 - **Certifications:** Theory of Tailoring and Alterations (Alison Program, Aug 2024)
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INVOLVEMENT

Study Abroad | Clemson University

Córdoba, Argentina | Feb 2024 - June 2024

- Strengthened Spanish skills through immersive coursework.
- Gained hands-on experience in international business within a local fashion brand.