

HANNAH BROWN BUCHHOLZ

757-709-0305 | hannahbrownbuchholz@gmail.com | www.hannahbbuchholz.com | Richmond, VA

EDUCATION:

Virginia Commonwealth University, Richmond, VA
Bachelor of Arts in Fashion Merchandising
Minor in General Business

Expected: May 2024
GPA: 3.769

Santa Reparata International School of Art, Florence, Italy Study Abroad
Program: Fashion Merchandising

Spring 2023

WORK EXPERIENCE:

Retail Sales Associate, Jewelry-Making Intern

June 2021-Present

Moonrise Jewelry, Cape Charles, VA

- Fully managed highest selling product, showcasing strong production management skills and results.
- Developed and executed marketing strategies to promote events and drive sales
- Worked with customers to find and create the perfect piece of jewelry, highlighting excellent customer service and personalized attention to clients' needs.
- Created visually appealing promotional materials using Canva and mastered photo editing with Photoshop

Production Manager

September 2023- Present

Lucy Loves, Richmond, VA

- Led production operations for a sustainable line of recycled dog toys, prioritizing eco-friendly materials and manufacturing processes.
- Directed production activities and coordinated with volunteers to ensure efficient workflow and high product quality.
- Crafted the company's mission statement, disclaimer, and business introduction, aligning with brand values and objectives.
- Contributed to the process of establishing the company as a Limited Liability Company (LLC).

Director of Education

September 2023-Present

Pop Up Stop, Virginia Commonwealth University

- Organized events and giveaways to enhance community engagement and boost brand visibility.
- Educated and inspired audiences with sustainability statistics and insights relevant to the fashion industry.
- Effectively communicated program details, enhancing brand presence and fostering engagement.
- Leveraged diverse social media platforms to promote brand initiatives and build an engaged online community.

Founder & Designer

May 2019-August 2021

Messy Clothing, Cape Charles, VA

- Designed a diverse range of apparel and accessories, employing both traditional and digital design methods for items such as sweatshirts, sweatpants, beanies, and stickers.
- Utilized screen printing and embroidery techniques to create distinctive, handmade products, adding value and uniqueness to the brand's offerings.
- Implemented strategic pricing strategies to optimize margins and drive profitability
- Analyzed sales performance data to inform decision-making processes.

SKILLS:

Customer Service, Customer Support, Retail Sales, Sales Promotions, Email Marketing, Community Outreach, Integrated Marketing Communications, Graphic Design, Clothing Design, Assortment Planning, Textile Arts, Jewelry Making, Jewelry Design, Photo Editing, Presentation Design & Layout, Decision making, Communication, Time management, Adobe Creative Cloud, Microsoft Office, Canva, Lightspeed R-series, ShipStation, Social Media Marketing

AFFILIATIONS:

Zeta Tau Alpha: 2020-2024, Judicial Board Assistant 2024
National Society of Collegiate Honors: 2022-2024