

Abby Caughman

acaughman1499@gmail.com/LinkedIn- @AbbyCaughman

Education:

Mississippi State University	2018-Present
○ Majoring in Fashion Merchandising with a Minor in Marketing	
○ 3.0 GPA	
○ Phi Theta Kappa	2018-Present
○ Fashion Board- Backstage	2018-Present
○ Fashion Retail Federation Student Association	2019- Present
Copiah Lincoln Community College	2017-2018
○ Phi Theta Kappa	2018-present
○ Dean's Scholar	2017-2018
○ 3.8 GPA	

Honors and Awards:

❖ National Honor Society	2017
❖ Hall of Fame	2017
❖ Mississippi Scholar	2017
❖ Future Leaders of Simpson County	2017

Experience:

La Crema Sales Associate: Magee, MS	10/20- Present
○ Assisted in cleaning the store every morning and afternoon.	
○ Unboxed 1-4 boxes per day and tagged/steamed 1-40 garments per week.	
○ Checked out customers and assisted them around the store.	
○ Took up to 50 coffee orders per day and answered phone calls.	
○ Modeled inventory and worked in social media creation.	
Seaside Associated Stores Intern: Seaside, FL	05/20-08/20
○ Worked the sales floor and cash register in all 5 stores.	
○ Assisted in inventory management where I took records of inventory and re-stocked multiple times a week.	
○ Ticketed and checked in new items in the warehouse.	
○ Worked in the online store doing inventory and packaging orders.	
○ Participated in video shoots and photoshoots.	
L.A. Green Marketing Intern: Starkville, MS	09/19- 12/19
○ Created a Brand Ambassador program from scratch.	
○ Assisted in day to day activities. This involved running several errands a day and helping with fashion shows and special events.	

Skills:

Proficient in Adobe Photoshop and Illustrator, Microsoft Word and Microsoft Excel, Merchandising, Textiles, Marketing, Multitasking, Creativity, Excellent Communicator, Team Player, Determined, Visual Merchandising, Product Development, Shopify, Counterpoint, Inventory Management, Warehousing, Shipping and Handling, Jewelry Making, Cashiering

Certifications: Hootsuite Platform Certification, HubSpot Content Marketing Certification, HubSpot Inbound Marketing Certification, HubSpot Social Media Marketing Certification

Activities:

- ❖ Volunteered with Bethany Christian Services in 2016
- ❖ Modeled with Jovani Fashions at America's Mart in Atlanta, GA (2017)
- ❖ Modeled with Mac Duggal at America's Mart in Atlanta, GA (2019, 2020)
- ❖ La Crema Fashion Show 2020
- ❖ Mississippi State Senate Page
- ❖ Member of Pleasant Valley Baptist Church
- ❖ Relay for Life Community Service
- ❖ Keep Simpson County Beautiful community service helper in 2018-2019