

# ALEXANDRA ROMANO

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## SUMMARY

Sophomore enrolled at Florida State University. Strong interest in fashion and pursuing a major in Retail Entrepreneurship at the Jim Moran School of Entrepreneurship. Aspires to expand personal company, Southside Charms, by developing an understanding and perfecting skills regarding retail merchandising.

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## EDUCATION

FLORIDA STATE UNIVERSITY - Tallahassee, FL

*Spring 2019 - Spring 2020*

- Bachelor of Science, Retail Entrepreneurship
- Minor in Hospitality
- Current Cumulative GPA: 3.756
- Dean's List: Spring 2019, Fall 2019

TALLAHASSEE COMMUNITY COLLEGE - Tallahassee, FL

*Fall 2018*

- Dean's List: Fall 2018
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## EXPERIENCE

SOUTHSIDE CHARMS - Founder

*March 2017 - Present*

- Owner and manager of handmade jewelry business
  - Designed and crafted each product
  - Managed and documented company finances, shipping and handling
  - Promoted business by advertising through social media platforms like Instagram, Facebook, and company website
  - Built and launched company website
  - Conducted business with social media influencers to boost company profile and sales
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## ACTIVITIES

KAPPA DELTA SORORITY

*August 2019 - Present*

- Worked alongside over 200 college women as we supported Kappa Delta's philanthropies including, Children's Home Society, Prevent Child Abuse America, and Girl Scouts of the USA
  - Helped raise money and sell tickets for annual philanthropic events such as Kappa Delta's "Fall Cookout" and "Color Me KD" and exhibited enthusiasm and social awareness
  - Raised over \$250 and represented Kappa Delta in Florida State's 24-hour Dance Marathon
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## VOLUNTEER EXPERIENCE

CHILDREN'S HOME SOCIETY

*October 2019*

- Greeted and directed guests as they arrived to Kappa Delta's "Fall Cookout"
- Raised money by selling tickets prior to the event

SECOND HARVEST FOOD BANK

*November 2019*

- Served the community by providing the organization with a variety of canned goods
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## SKILLS

- |                          |                  |
|--------------------------|------------------|
| • Communication          | • Tech savvy     |
| • Building relationships | • Analyzing data |
| • Teamwork               | • Marketing      |
| • Creative               | • Leadership     |