

# Gabriella (Ella) Sequenzia

[gabriellafsequenzia@gmail.com](mailto:gabriellafsequenzia@gmail.com) | (828)-276-6520 | [linkedin.com/in/gabriella-sequenzia](https://www.linkedin.com/in/gabriella-sequenzia) | Charlotte, NC

## EDUCATION

North Carolina State University, Wilson College of Textiles – Raleigh, NC

*Bachelor of Science in Fashion and Textile Management, May 2026*

Concentration: Brand Management and Marketing

GPA: 3.8/4.0

## AWARDS

### **Textile Pioneer Scholarship**

**Awarded: August 2023**

- Secured a \$14,000 annual scholarship for four years. Awarded based on academic success, creativity, and a demonstrated interest in the textile industry

## STUDY ABROAD

### **Lorenzo de' Medici Institute – Florence, Italy**

**Summer 2025**

Completed courses in Luxury Brand Management & Fashion Illustration

## RELATED COURSE WORK

Retail Buying in Fashion | Marketing Fundamentals in Textiles | Strategic Planning Textile Firms | Textile Brand Communication & Promotion | Textiles Retail & Supply Chain Principles | Fashion & Consumer | Entrepreneurship Product Development Textiles | Fashion Global Management | Market Research in Textiles |

## RELATED FASHION AND RETAIL EXPERIENCE

### **Assistant Buyer Intern, Belk, Charlotte, NC**

**May 2026 - July 2026**

- Selected for Belk's competitive 10-week Summer Internship Program, partnering with a Buyer and Assistant Buyer across merchandising functions for a national department store.
- Analyze business trends and performance reports to support purchase decisions, assortment planning, and advertising strategy.
- Support vendor relations and merchandise information management while developing a deep understanding of the Belk customer.

### **Retail Stylist, Kendra Scott, Cary, NC**

**August 2025 – Present**

- Deliver personalized styling recommendations to clients, creating an elevated shopping experience focusing on customer relationship building and repeat business.
- Collaborated with clients to incorporate design preferences and individual style into hand-crafted bracelets and necklaces.

### **Sales Associate, Athleta, Cary, NC**

**August 2025 – Present**

- Supported clients in achieving fitness and lifestyle goals by providing expert product knowledge on performance fabrics, fit, and functionality.
- Collaborated with team members to execute promotional events and loyalty programs, fostering a strong sense of community and brand connection.

### **Seasonal Retail Associate “Athlete”, NIKE, Asheville, NC**

**June 2024 – August 2024**

- Enhanced customer experience through personalized service and in-depth product knowledge.
- Recognized as Top Employee for NIKE app sign-up engagement.
- Enhanced store displays and visual merchandising and maintained a clean, organized, brand-aligned store environment.

## ADDITIONAL EXPERIENCE

### **Social Media (TikTok) Content Creator, @ellas\_hauls**

**June 2022 – January 2024**

- Built an audience of 60,000+ followers on TikTok through engaging fashion content.
- Developed and executed successful marketing strategies, including content planning and trend analysis, contributing to brand promotion for various fashion companies.
- Developed partnerships with brands including Princess Polly and Puravida.

### **Processing Intern, USA Farm Labor, Waynesville, NC**

**December 2024 – March 2025**

- Accurately entered high volumes of client data and generated reports in Adobe.
- Communicated with clients directly to ensure timely completion and resolution.

## CAMPUS INVOLVEMENT

### **Newsletter Chair, Alpha Xi Delta, Raleigh, NC**

**September 2024 – December 2025**

- Awarded National First Place for 2025 Outstanding Chapter Newsletter