

HADLEY E. SUSA

(904) 504-9831 | susahadley@gmail.com | hadleysusa.com | LinkedIn: hadleysusa

EDUCATION

Duncan U. Fletcher High School

- Class Salutatorian (of 408 students)

May 2021
Neptune Beach, Florida

University of Florida

Master of International Business, (MIB), Warrington College of Business

Bachelor of Science in Business Administration (BSBA), Warrington College of Business

- Specialization in Intellectual Property (fashion) Law; Minor in Retail Merchandising

May 2025
December 2024
Gainesville, Florida

EXPERIENCE

V Magazine – Pop Culture Fashion Magazine

May 2024-August 2024

Fashion Intern

New York, New York

Coordinated with over 50+ luxury and designer brands to curate and manage garments and accessories used in ~15 shoots for a fashion magazine with a 450k readership. Conducted in-depth research on small businesses and upcoming fashion trends, developed a pitch deck of options for the magazine's Fashion Coordinator, resulting in increased exposure for featured small businesses.

- Collaborated with the Fashion Coordinator in styling attendees for high-profile events and photoshoots including the V's 149th issue dinner gala, which featured 30+ brands and designers.
- Co-led coordination and styling of V's 150th issue Trends shoot. Curated which pieces to showcase and ensured cohesion with the other aspects of the shoot. Leveraged connections with 70+ designer brands to secure and feature exclusive pieces and extend marketing exposure for brands.

Alex Apparel Group

May 2024-August 2024

Sales and Merchandising Intern

New York, New York

Assisted and managed several projects under the Senior Sales Executive with the goal of using analytical and trends-based information to increase sales. Supported the Senior Merchandising Executive with research-based insights and inspiration for upcoming collections for 2025 and 2026 based upon colorways, materials, and silhouettes of gowns and apparel.

- Executed garment research based upon several aspects (e.g. material, neckline, body, length, closures) using 3 different software applications to analyze data on over 500 products. Leveraged this research to make decisions about product assortment and popularity. Arranged these products on the website based upon interpreted results to enhance product selection and efficiency for customers online.
- Selected product assortments aligning with color stories to appeal to buyer preferences and increase interest, resulting in several new outerwear product lines to feature.

Original American Kitchen

October 2023 – Present

Server

Gainesville, Florida

- Managed several customers per shift while delivering personalized food and beverage recommendations to enhance guest experiences
- Fostered a collaborative environment through effective communication with team members and guests, reducing service errors.

*** Experienced in several different restaurant positions since 2017, including hosting, server assisting, bartending and managing ***

LEADERSHIP & INVOLVEMENT

Strike Magazine – The Nation's Largest Student Ran Fashion and Culture Magazine

August 2022 – May 2025

Stylist

Gainesville, Florida

Curated and styled complete outfits from the collective wardrobe of 175+ Strike Staff members, aligning each look to fit preselected themes unique to each editorial shoot. Collaborated closely with photographers, models, and creative teams to ensure cohesion between styling, set design, and visual storytelling. Designed and constructed four original fashion pieces, each created to coincide with a different visual narrative.

- Styled and fitted models in curated, unique outfits for each of the 8-10 shoots for the publication which occurs bi-annually.
- Designed and made from-scratch and upcycled clothing pieces shown in the magazine that relate to a specific theme, color story, and message.
- Collaborated with creative teams to ensure a seamless and safe environment for all models and staff, increasing staff and model applications exponentially as a result.

University of Florida Business-Law

August 2022 – August 2024

Undergraduate Teaching Assistant

Gainesville, Florida

- Conducted research on intellectual property within the luxury fashion industry
- Hosted office hours to provide academic support and curriculum guidance to 100+ students per semester

ADDITIONAL DATA

Computer Skills: Python (Jupyter Notebook), Finance and Accounting Fundamentals Certification, Microsoft 365

Memberships: Zeta Tau Alpha (Signs and banners chairman, 2021-2022), (Senior Programming lead, 2024-2025), Retail Society (General Member, 2021-2025), RetailYou (Participant, 2022), Thrift Club (General Member, 2022-2025).