

# HADLEY E. SUSA

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

## EDUCATION

### University of Florida

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

**May 2025**

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

**December 2024**

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

Gainesville, Florida

## EXPERIENCE

### Freelance Stylist

**October 2025-Present**

Collaborate with other creatives in the production, film, photography, beauty, and hair sectors to contribute to different looks and styles to be showcased in projects of different scales.

- Speculative Shoots, advertisements, style assisting celebrity events, designing and creating garments and accessories

### 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 149<sup>th</sup> issue dinner gala, which featured 30+ brands and designers.
- Co-led coordination and styling of V's 150<sup>th</sup> 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.

### 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.

### 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.

## ADDITIONAL DATA

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

**Other Experience:** Over 7 years of service and hospitality roles