

JOE DELLACORTE

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EDUCATION

Virginia Commonwealth University School of the Arts Richmond, VA

B.A. in Fashion with a concentration in Fashion Merchandising; GPA: 3.7 Aug 2023 - May 2026

Coursework: Forecasting, Branding, Textiles, Merchandise Planning and Control, Retail Buying Simulation, Global Sourcing, Fashion Technology, Management and Leadership, Fashion Photography, Product Development, Technical Design, CLO 3D, Buyer Behavior, Integrated Marketing Communications, Selling: Art of Persuasion, Brand Strategy, Contemporary Pricing.

EXPERIENCE

Kohl's Corporation Milwaukee, WI

Internship, Men's Private Label Production Intern Jun 2025 – Aug 2025

- Supported the end-to-end product lifecycle for private label brands from concept to delivery.
- Tracked sample status, color and fabric submits, as well as production timelines in coordination with overseas vendors.
- Collaborated with cross-functional teams to prepare product reviews, style handoffs, design packaging, and maintain PLM system accuracy.
- Executed RFQs, NOCs, cost reviews, and quality evaluations to support accurate production execution.
- Participated in weekly team meetings and contributed to calendar alignment and milestone planning.
- Developed customer acquisition and retention strategies in an intern case competition and presented to senior leadership.

American Advertising Federation Richmond, VA

Contract, Creative Team – 2025 National Student Advertising Competition Jan 2025 – May 2025

- Represented VCU as part of the creative team, designing concepts and producing assets for AT&T in the competition.
- Coordinated with a 27-member cross-functional team and Brandcenter faculty to develop a fully integrated campaign.

Aritzia Tysons Corner, VA

Contract, Boutique Associate Jun 2024 – Jan 2025

- Partnered with merchandising managers to validate product story displays and led weekly markdowns to keep pricing competitive; improved guideline alignment, increased key product line sales, and optimized inventory turnover.

Clyde's Willow Creek Farm Ashburn, VA

Busser; Back Waiter (Nov 2019); Senior Back Waiter (Aug 2020); Server (Aug 2023) Apr 2019 – Jun 2024

- Anticipated guest needs, coordinated with kitchen and bar, and closed checks accurately in a high-volume restaurant.

ACTIVITIES AND PROJECTS

- Serve on the VCUarts Fashion Student Advisory and Ambassador Board as a liaison between student body and faculty on matters affecting the fashion program (2025-2026).
- Completed coursework through a Cotton Incorporated sponsored program on fiber research and product development.
- Curated a comprehensive database of over 1,500 manufacturers across 50+ countries, offering extensive sourcing and product development options tailored for both the fashion industry and fashion students.
- Amassed an extensive list of resources for brands and creatives including design assets/sites, specialized suppliers for packaging, agencies, AI tools, and other services to support operations and growth.
- Captured documentary-style 35mm film and Hi-8 video of VCUarts Fashion Runway Shows and additional events, documenting designers, models, backstage, and atmosphere, while producing archival visuals for promotion and history.

AWARDS

VCUarts Undergraduate Research Grant (2025–2026): Awarded competitive funding to develop a documentary photo and interview project capturing VCUarts Fashion student workspaces and culture.

Fashion Scholarship Fund: Merchandising Case Study Competitor (2025, 2026), VCUarts Dean's List Honors (2023-2025),

SKILLS AND TOOLS

Adobe CC (Illustrator, Photoshop, Lightroom, InDesign), Microsoft Office (Excel, Word, PowerPoint), PLM Tools, Tech Packs, Spec Sheets, BOMs, Cost Sheets, Cost Negotiation, Line Sheets, Assortment Plans, CLO 3D, SAP, WGSN, Future Snoops, Google Workspace G-Suite, CAD, Miro, Milanote, Notion, Figma, Stripe, Klaviyo, Google Ads, Meta Ads, CRM, HTML, CSS