

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

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

Broadlands, 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 (Illustrator, Photoshop, Lightroom, InDesign), Microsoft Office (Excel, Word, PowerPoint), PLM Tools, Tech Packs, BOMs, SAP, CLO 3D, WGSN, Future Snoops, Google Workspace G-Suite, CAD tools, Miro, Milanote, Notion, Figma, Stripe, Klaviyo, Google Ads, Meta Ads, CRM tools, HTML, CSS