

Callen Sweigart

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Apparel merchandising major seeking a full-time position in the fashion industry focusing on marketing strategy, buying, or merchandise planning. Experienced in campaign development, brand marketing, sales, and digital media, fueled by a passion for color, design, and textiles. Detail-oriented with excellent organizational skills and analytical ability.

EDUCATION

Bachelor of Arts - Apparel Merchandising, Minor in Business 2021 - May 2024 (Expected)

AUBURN UNIVERSITY, AUBURN, AL

AMDA: Apparel Merchandising & Design Association; Auburn Women's Lacrosse; Alpha Xi Delta

EXPERIENCE

Media Director, Content Creator, Ambassador

Jan 2021 - Present

SWATCH MAGAZINE, Auburn University, AL

- Planned, created, and managed online branding and marketing campaigns across all social media platforms, including Instagram, LinkedIn, and Pinterest for Auburn's fashion and lifestyle publication.
- Collaborated with the creative team on developing the printed publication's theme, color palette, and design, planned photo shoots.
- Managed a team of brand Ambassadors, directing and approving influencer content.

Merchandising Intern, Keyholder

May 2023 - Present

THE BALLOG, Alpharetta, GA

- Created promotional retail marketing materials, social media graphics, and visual merchandising displays.
- Increased online brand visibility by 31% and used data analytics to track engagement.
- Collaborated with the buying team to meet with vendors and discuss future trend forecasts.
- Served as a key holder; stocked merchandise, assisted customers and used point of sales system.

Business Development Intern

May 2022 - Aug 2022

COX & COMPANY, LLC, Atlanta, GA

- Collaborated with the marketing team to support business development efforts, including prospecting and nurturing client relationships in the commercial interior construction industry.
- Assisted in creating and implementing marketing campaigns, utilizing digital marketing and event planning skills.

CERTIFICATIONS & SKILLS

Google Analytics IQ Certification (2023); Google Digital Marketing & e-Commerce Certification (Expected 2024)
Canva, Photoshop, Illustrator, Excel, PowerPoint, Trend Analysis and Forecasting, Visual Merchandising Displays

HONORS & AWARDS

BELIEVE PROGRAM WINNER, New York Fashion Week Representative

2024

AUBURN UNIVERSITY, LICENSING & TRADEMARK OFFICE

- Identified as a top-performing student to represent Auburn University at the exclusive U of NYFW program, developed by the Collegiate Licensing Company (CLC) in partnership with IMG Fashion.
- Competed in a series of trend analysis and forecasting challenges to inform national collegiate apparel brands on the current shopping habits of college students.
- Experienced a behind-the-scenes industry snapshot at the pinnacle event in fashion, New York Fashion Week, to gain knowledge through invaluable learning opportunities beyond the classroom with industry professionals from IMG Fashion and Champion.