

Chloe McWilliams

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EDUCATION

Texas A&M University, Mays Business School College Station, Texas
Master of Real Estate December 2024

Texas A&M University, Mays Business School College Station, Texas
Bachelor of Business Administration in Marketing (Retail Buying & Management) May 2023
GPA: 3.56/4.0
Honors: Cum Laude, Mays Professional Distinction in Retail

EXPERIENCE

Rowdy Merch Co. (Online Boutique) Austin, Texas
Founder, CEO, Head Buyer September 2021 – Present

- Operate all website functions, including inventory management, web design, and marketing for online boutique with customers in over 30 states, Canada, and the United Kingdom
- Perform daily customer service communications and conduct all social media marketing efforts for account with over 2,500 followers
- Conduct quarterly wholesale buying trips, inventory planning, and forecast trends for clothing and accessories

Mays Business School, Texas A&M University College Station, Texas
Student Technician – Undergraduate Advising Office July 2021 – April 2022

- Operated front desk guest relations and customer service with 40+ students and visitors weekly
- Performed various office tasks, such as filing and record keeping, ensuring confidentiality of students

LEADERSHIP & INVOLVEMENT

Zale Leadership Scholar Program College Station, Texas
Member December 2021 – December 2022

- Grew in professional development by networking with professionals and attending conferences and workshops; chosen through application and interview with TAMU Center for Retailing Studies
- Acquired hands-on experience in the retailing industry, through HQ visits, guest lectures, and store tours

Texas A&M University: Aggie Muster College Station, Texas
Programs Executive September 2020 – May 2022

- Coordinated and organized 100+ events at Reed Arena including meetings, trainings, and other Muster events
- Led, guided, and mentored a team of 30 students and oversee their duties to ensure the success of Muster
- Represented Texas A&M as an ambassador, chosen through application and interviews

Kappa Alpha Theta, Delta Omega Chapter College Station, Texas
Greek Relations Committee August 2019 – May 2023

- Planned and led chapter in panhellenic and Greek community philanthropy events
- Served as ambassador to other fraternities, sororities and organizations for philanthropy events on campus

Philanthropy Committee

- Led chapter in planning and hosting 2 yearly philanthropy events to benefit local and national charities, raising over \$130,000 annually

Bid Day Chair

- Planned and organized Bid Day celebration and sisterhood events for chapter and new members
- Made and maintained detailed budget of \$16,000, managed vendor contracts and communications

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: Proficient in Microsoft Office, Canva, and Tableau; Experienced in web design and HTML

Activities: Order of Omega, Student Retailing Association, Class Councils, A&M Wool Judging Team, D.A.R.

Interests: Travel, Reading, Fashion, Hiking, Real Estate