

EVANTHIA GRECO

evanthiagreco.com | (484) 432-9242 | evanthiagreco@gmail.com | linkedin.com/in/evanthiagreco

EDUCATION

Virginia Polytechnic Institute and State University - Blacksburg, VA

Bachelor of Science in Fashion Merchandising and Design, Honors College | Expected May 2027

Minor in Advertising | GPA: 3.68/4.0 | Virginia Tech Scholars Scholarship Recipient

Certificate in Supply Chain Foundations

Study Abroad – Fashion Marketing, AIFS | London, Paris, Milan, & Florence

RELEVANT EXPERIENCE

Commerce Editorial Intern | *Intrigue Magazine* | Remote

Sept 2026 – Jan 2027

- Curate and research products for e-commerce content, including product roundups, reviews, recommendations, and promotions
- Analyze consumer trends and reader interests to develop engaging product-focused content that strengthens the digital shopping experience
- Research brands and products while supporting affiliate opportunities, PR relationships, and strategies to increase reader engagement and commissions

Social Media Marketing Intern | *Action Potential* | Media, PA

Summer 2026

- Created and managed engaging short-form content for TikTok and Instagram, producing educational, promotional, and lifestyle-focused videos that strengthened brand awareness and audience engagement.
- Planned, filmed, edited, and published social media content while collaborating with healthcare professionals to communicate complex topics through creative, consumer-friendly storytelling.
- Analyzed audience insights and social media performance to identify content trends, optimize engagement strategies, and support overall digital marketing initiatives.

Vice President, Model & Designer | *Hokie Designers* | Blacksburg, VA

2023 – 2026

- Coordinate all logistics for our annual spring fashion show, including staging, set design, model casting, and designer curation in collaboration with executive board members.
- Lead weekly meetings, set seasonal themes, and provide creative direction to designers and models to maintain brand identity and show cohesion.

Communications Chair | *Real Greek Life at Virginia Tech* | Blacksburg, VA

Apr 2025 – Present

- Manage weekly email communications to organization membership, ensuring timely updates on events, meetings, and initiatives.
- Lead design and coordination of branded merchandise, overseeing concept development through production and distribution.
- Respond to inquiries from prospective members and support the executive team with event planning and logistics.

Sales Associate | *Urban Outfitters* | King of Prussia, PA

Jul 2024 – Present

- Deliver customer-focused retail experiences by providing personalized styling advice, staying current on seasonal trends, and maintaining visual merchandising standards.
- Process transactions, returns, and exchanges while consistently supporting daily and weekly sales targets in a high-traffic retail environment.
- Collaborate with team members and management on floor sets, inventory replenishment, and promotional displays.

SKILLS

Adobe Illustrator • Photoshop • Canva • CLO 3D • Visual Merchandising • Trend Forecasting • Social Media Marketing • Retail Operations • Sewing • Garment Construction • Merchandise Design • Event Coordination