

# Cassie Hardy



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## Key Skills

Team work  
Communication  
Customer service  
Digital marketing and social media

## Software Skills

- Microsoft Suite inc. Excel, Word  
- Adobe Suite inc. Photoshop,  
InDesign, Lightroom  
- Apparel21  
- JDA Allocation

## Portfolio:

[cassiehardy6.wixsite.com/website](http://cassiehardy6.wixsite.com/website)

## Education

- Bachelor of Fashion (Merchandise Management)

RMIT, Brunswick 2017-2018

- Associate Degree of Fashion and - Textiles Merchandising

Fashion Institute of Technology, New York August - December 2016

RMIT, Brunswick 2015 - 2016

- Diploma of Fashion Business

Melbourne Fashion Institute, Fitzroy 2014-2015

- Diploma of Photoimaging

Melbourne Polytechnic (formerly NMIT), Fairfield 2010-2012

Studies included: marketing and social media, merchandise planning and allocation, trend research, VM, retail management, photography, digital editing

## Achievements:

- 3.9 GPA at RMIT  
- One of a few students selected to participate in RMIT international exchange program  
- Golden Key International member  
- Selected participant in Top Arts VCE 2008 exhibition at NGV

## References

**Kelly Barrett**

Founder and manager - Silent Arrow Lingerie

[kelly@wearesilentarrow.com](mailto:kelly@wearesilentarrow.com)

**Geoff Atkinson**

Lecturer - RMIT Brunswick

0408 370 777

[geoff.atkinson@rmit.edu.au](mailto:geoff.atkinson@rmit.edu.au)

## Industry Experience

### Intern - Silent Arrow Lingerie

23 January 2018 - 1st May 2018

Photography, social media management, research, event organisation, website product updates

### Sales Assistant - Bendon Outlets

July 2015 - July 2016, July 2018- Present

Customer service, point of sale, bra fitting and styling  
Stock fill, assisting with opening and closing procedures  
Working towards sales goals and meeting KPIs

### Freelance Photographer (Romantic Outlaw Imaging)

Current

Clients including: Silent Arrow, The Boudoir, Licorice and Cream Studio and live event performance photography, Lightroom processing, Photoshop editing, Poster and promotional design

### Volunteer

New York Fashion Week September 2016 - Backstage dresser and assistant

for Leanne Marshall and Anniesa Hasibuan shows

Myer A/W 2015 Fashion Launch - Set up and ushering

### Mystery Shopper - Creative Activation

May 2017 - Present

Assessing customer service and retail experience for various retail and hospitality businesses

### Sales Assistant - Bonds Outlets

May 2014 - June 2015, November 2017 - January 2018

Customer service, point of sale, bra fitting and styling  
Stock fill, assisting with opening and closing procedures  
Working towards sales goals and meeting KPIs

### Sales Assistant - Salvos Stores (Melbourne CBD)

July 2012 - November 2013

Customer service and styling, sorting and pricing stock, visual merchandising

Point of sale, cash handling and banking, opening and closing procedures, supervising casual and volunteer staff

### Sales Assistant - Spotlight, South Melbourne

2010 - 2014

Customer service and support, POS operation  
Stock and inventory fill, management and transfers, assistance with stocktake

### Administration Assistant - Cambridge College

2009

Data Entry, including checking and updating student data base info, generating student information and invoices.

General office duties - scanning, photocopying, filing, mail packing and posting