

Giovanna Calabrese Villanueva

M.S. Data Science student with a background in business, marketing, and fashion. Experienced in data-driven research, consumer insights, and digital performance analysis, with growing expertise in Python, Excel, and statistical analysis.

EXPERIENCE

ST. THOMAS UNIVERSITY, Miami — Graduate Assistant

August 2026 - Present

- Provide administrative and academic support to **10+ faculty members and program directors**, coordinating academic materials, communications, projects, and day-to-day departmental needs.
- Serve as a key point of contact for **90+ Fashion Merchandising students**, supporting student communications, academic initiatives, events, and program activities.
- Develop and organize **course materials, presentations, instructional resources, and classroom content** to support faculty and enhance student learning.
- Support operations of the **Fashion Retail & Innovation Center**, including **inventory management, product organization, order tracking, merchandising, and sales support**.
- Advise and support the **Fashion Society**, coordinating student leadership activities, communications, event planning, deadlines, and promotional initiatives.
- Coordinate and execute **fashion shows, workshops, networking events, student meetings, and industry events**, managing logistics, volunteers, schedules, and communication with internal and external stakeholders.
- Develop and distribute **student-facing communications, newsletters, event promotions, and departmental announcements** across email, social media, and other communication channels.
- Manage multiple concurrent projects and deadlines while collaborating across **faculty, students, university departments, and external industry partners**.

FAXION AI, Brazil — Marketing Intern

Summer 2025

- Conducted **100+ consumer interviews and market research touchpoints** to identify gaps in AI-personalized styling and unmet needs among Gen Z and college consumers.
- Analyzed Gen Z trend adoption and engagement patterns across **180+ pieces of digital content**, translating behavioral and forecasting insights into product and positioning recommendations.
- Proposed technology and personalization enhancements based on **50+ structured survey responses** and qualitative user feedback to improve recommendation logic and user experience.
- Developed trend and consumer intelligence reports integrating **100+ qualitative data points**, social performance analytics, cultural signals, and campus behavior to identify emerging patterns and inform strategic decisions.

RIVKA, Brazil — Co-Founder and Creative Director

January 2020 - August 2024

- Directed end-to-end development of **4 seasonal collections (800+ total garments)** grounded in macro and micro-trend forecasting, achieving **98% sell-through** at an average **2.0x retail markup**
- Built and managed a localized supply chain spanning **3+ Brazilian states**, overseeing **10+ vendor relationships** and coordinating sourcing, production, inventory planning, and demand forecasting
- Scaled direct-to-consumer growth by personally converting **1,000+ clients** and managing e-commerce operations generating **100,000+ website visits**, aligning product mix and pricing strategy with profitability targets

Miami, Florida, 33181

(786)296-3435

gcalabresevillanueva@stu.edu

www.linkedin.com/in/giovanna-calab

rese-villanueva-b5a2031a8

SKILLS

Artificial Intelligence (ChatGPT, Gemini, Copilot, Runway), Data Analysis, Data Quality, Data Management, Excel, Python, Research, Analytical Skills, Statistical Analysis, Communication, Teamwork, Machine Learning, Trend Forecasting

CERTIFICATES

LVMH - Inside LVMH Certificate
Retail and Customer Experience

PUCPR - Fashion Law

COMPETITIONS AND RESEARCH

Semifinalist at National Retail Federation University Challenge 2026 - Villanueva, G. (May, 2026). *Golden Week at Macy's* [Unpublished case study submitted for the National Retail Federation Case Study Competition]. St. Thomas University

Villanueva, G. (October, 2026). *Transporting Fashion Responsibly: How Macy's and Union Pacific can reduce supply-chain emissions while empowering communities through fair jobs and greener logistics*. [Unpublished case study submitted for the Fashion Scholarship Fund Case Study Competition]. St. Thomas University

LANGUAGES

Portuguese (Native)

English (Fluent)

Spanish (Basic Understanding)

HASSON ADVOGADOS, Brazil — Legal Intern

January 2016 - July 2017

- Supported attorneys in managing a portfolio of **250+ legal cases** across multiple stages of litigation.
 - Drafted **200+ legal documents**, including defenses, petitions, and procedural filings.
 - Maintained direct communication with clients, collecting information, sharing updates, and facilitating case progression.
 - Attended **meetings and court hearings**, contributing to case preparation and legal strategy discussions
-

EDUCATION

Master's of Science in Data Science, Saint Thomas University, Miami Gardens, FL

August 2026 - May 2028

Bachelor of Arts in Fashion Merchandising & Design, Specialization in Fashion Merchandising, Saint Thomas University, Miami Gardens, FL

May 2026 GPA 3.66 Academic Honors: Cum Laude

Certification Fashion Design, Istituto Marangoni, Miami, FL - April 2024

Bachelor of Law, Pontifícia Universidade Católica do Paraná, Curitiba, Brazil - December 2022 (Coursework Completed)