

CALL ME MILLS

MILLICENT MCCABE

FASHION MERCHANDISING • GRAPHIC DESIGN

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Fashion merchandising student with a strong visual sensibility and a clear understanding of brand, culture, and consumer behavior. Experienced in design, retail, social media, and market research, I thrive at the intersection of creativity and strategy. With a foundation in AP Art and hands on leadership experience, I am focused on creating brand experiences that feel relevant, intentional, and visually compelling.

EDUCATION

HIGH POINT UNIVERSITY - HIGH POINT, NC

Bachelor of Arts in Fashion Merchandising

Minor in Graphic Design

Graduation: May 2027

RELEVANT COURSEWORK

Fashion Marketing • Visual Merchandising • Fashion History • Digital Media Design

Graphic Design Principles

CORE STRENGTHS

CREATIVE & PROFESSIONAL STRENGTHS

- Refined eye for design with an understanding of commercial impact
- Socially fluent, trend-aware, and strategically focused
- Business-ready with a confident creative point of view

CORE SKILLS

CREATIVE & DESIGN

- Instagram / TikTok content creation
- Visual Merchandising & Styling
- Adobe Creative Suite
- Canva
- Mock Planogram & Display Design
- Sewing & Textile Knowledge

MARKETING & STRATEGY

- Trend Research
- Consumer Behavior Research
- Marketing Concepts & Fundamentals
- Brand Aesthetic Development
- Implementing Science Based Social Media Strategies

LEADERSHIP & INVOLVEMENT

FASHION FORWARD CLUB — HIGH POINT UNIVERSITY

- Lead a collaborative, student-led creative environment focused on emerging fashion concepts
- Participated in skill-sharing discussions and creative development sessions
- Contributed to the planning and execution of a student-produced fashion show as a final presentation

ART CLUB — HIGH POINT UNIVERSITY

- Featured artist in school and community gallery exhibitions (AP Art Credentials)
- Created and displayed work across multiple mediums, including textiles, fine art, and digital design

ZETA TAU ALPHA SORORITY MEMBER — HIGH POINT UNIVERSITY

- Contributed to the creative development of banners, event attire, and branded accessories
- Supported visual branding efforts for campus events and chapter initiatives

FOUNDER, STUDENT ATHLETE ADMINISTRATION — NORWELL HIGH SCHOOL

- Established a student-led organization to advocate for stronger representation of student athletes
- Created solutions to address funding disparities across underfunded women's and men's athletic teams
- Developed early leadership, presentation, and strategic communication skills

CAPTAIN, CHEER TEAM — NORWELL HIGH SCHOOL

- Led team operations while serving as a creative and organizational leader
- Planned and executed fundraising initiatives to support team expenses and programming
- Designed and promoted campaigns through posters, rallies, and school-wide marketing efforts
- Redesigned team uniforms and apparel to strengthen brand identity and team presence

PROFESSIONAL EXPERIENCE

LOLOI RUGS, SALES REPRESENTATIVE - HIGH POINT, NC (FURNITURE MARKET)

- Delivered high-end sales support and product education to interior designers and retail buyers
- Managed clients and facilitated orders within a fast-paced, luxury showroom environment.
- Utilized deep product knowledge to assist in textile selection and floor-room merchandising.

VOLUNTEER, VOCATIONAL RETAIL STORE - HANOVER MA

- Organized, employed, and marketed alongside students within a vocational retail environment
- Supported retail operations, visual organization, and customer/employee engagement
- Helped generate increased donations and profit through improved merchandising and outreach
- Strengthened the store's social media presence, contributing to increased visibility and revenue

RETAIL, HOSPITALITY & CUSTOMER-FOCUSED ROLES - SOUTH SHORE MA

- Tinker's Son • Hornstra Dairy Farm • Salt Society • Rivershed • Galley
- Delivered elevated customer experiences through clear communication and brand-aligned service
- Supported sales initiatives and day-to-day operations in fast-paced environments
- Demonstrated brand adaptability, attention to detail, and strong interpersonal skills
- Gained hands-on insight into consumer preferences and service-driven business models