



CASSIA LEWIS CAMERON

WORK EXPERIENCE



+1 919. 264. 1639



LOS ANGELES, CA



CASSIALEWIS@GMAIL.COM



LINKEDIN.COM/IN/CASSIALEWIS/

PROFILE

TEXTILE NERD. DESIGNER.
CREATIVE. FASHION ENTHUSIAST.
DISNEY ADDICT. FOOD LOVER.
ADDICTED ORGANIZER. EXTROVERT.
TRAVELER. WEDDING PLANNER.
TALKER. MOVER & SHAKER.

Experienced in Sales, Marketing, Merchandising, Product Development, & Business Development with a demonstrated history of working in the technical textile industry.

2019 Swisstex Team Player of the Year

2021 Wilson College of Textiles Young Alumni Regional Representative : Los Angeles

EDUCATION

GRADUATED DECEMBER 2013

NORTH CAROLINA STATE UNIVERSITY
Bachelor of Science in Fashion and Textile Management: Product Development
GPA: 3.980 | Dean's List

SKILLS

- Business & Key Account Management
- Performance Textile Technology Liasing
- Leadership & SOP Establishment
- Event & Tradeshow Management
- Concept to Finish Collection Design
- Creative Copy & Communication Strategy
- Merchandising & Target Marketing
- Campaign Creation
- Trend Color & Story Development
- Project Leadership & Management
- Innovation & Development Process Flow
- Proficient in Adobe, Microsoft Office, CAD

DIRECTOR OF BUSINESS DEVELOPMENT
Swisstex Direct, LLC | Los Angeles, CA | JANUARY 2019 - PRESENT

Responsible for overseeing and structuring the business & business development efforts of Swisstex Direct & Swisstex Group Companies; including executive leadership and management in supporting development, innovation, sales, marketing, and corporate office departments.

- Drive development of annual brand priorities & LRP, including key initiatives, business modeling, & competitive market assessment.
- Identify, develop, & implement growth opportunities across products, channels, and markets.
- Responsible for the account & sales management of key performance apparel customers.
- Lead communication and collaboration across internal team and manage external vendor, supplier, and brand relationships, while achieving target milestones. Manage and proactively build and maintain relationships with key clients and key targets.
- Identify and outline analytical plans, metrics, internal & external KPI's, SOP's and risk for business.
- Sales in 2019: Lead \$2.73M growth in revenue for key accounts.
- Oversee and direct the Marketing & Merchandising for Swisstex Direct.
- Directly manage the Product Development department & personnel; vetting all incoming suppliers, innovation (yarn & chemical) applications, and overseeing all fabric developments and NDA brand partnerships (both brand & internal innovation driven developments).

WEST COAST ACCOUNT MANAGER
International Textile Group | Greater Los Angeles Area | OCTOBER 2017 - JANUARY 2019

West Coast Account Manager, Performance Fabrics division of Burlington Fabrics, an ITG Company:

- Sales in 2018: \$2.25M in revenue, 748K yards to new accounts established.
- Responsible for establishing, maintaining & developing business relationships with perspective and current customers; bringing creative solutions and the resolution to customer complaints.
- Expertise in identifying technical textile applications and guiding customers through product and technology placement.
- Management and monitoring of sales pipelines, KPI's, & plan growth for key accounts.
- Preparation of price quotes, bids, with strong negotiation skills.
- Making and developing effective/professional sales presentations to multiple decision-makers.
- Consistently and significantly increasing sales and overall profitability of the defined sales territory.

MARKETING TRADESHOW MANAGER & MERCHANDISING
International Textile Group | Greensboro, NC | JANUARY 2015 - OCTOBER 2017

Corporate Communication Merchandiser for ITG Companies: Burlington, Cone Denim, & Safety Components, Account Manager and Product Development Support for Burlington's performance fabrics division.

- Responsible for branding strategy and campaign management.
- Tradeshow coordination and management.
- Social media and platform manager.
- Sales account management & customer service.
- Responsible for education of sales force and technology training.

PRODUCT DEVELOPMENT & SALES COORDINATOR
International Textile Group | Greensboro, NC | JANUARY 2013 - DECEMBER 2015

Product Development support and coordination for Burlington's performance fabrics, military, uniform, & apparel divisions. Responsible for daily communication with Asia offices, prompt delivery of sample components, organization and tracking of all samples and department developments.

Included CAD & PD System data entry and maintenance responsibility for daily changing specs. Worked with design and development to maintain and keep sales updated with changing product.