

Joao Casas

Accounting | Business Development
Entrepreneurship

Personal Details

Hartsville, South Carolina
United States
+1 (854) 234-2366
joao-marcelo3009@gmail.com

Portfolio Links

- MM Maison Marjo
- QC Quasa Cattle Co.
- YC Yalla Ceramics
- PF Pour Friends
- DH Durant Home Craft
- MV MM Veiculos Renova

Core Skills

- Financial Reporting
- Reconciliations
- Accounting Operations
- Inventory Cost Tracking
- Microsoft Excel
- Business Development
- Project Management
- Client Communication
- Digital Strategy
- Brand Strategy

Tools

- Microsoft Office
- Shopify
- Lovable
- AI Productivity Tools

Languages

- English
- Portuguese
- Spanish

Profile

Business Administration student at Coker University in Hartsville, South Carolina, with an Accounting concentration and an Entrepreneurship Certificate. Experienced in accounting operations, financial reporting support, business development, digital strategy, customer experience, and entrepreneurship. Founded a consumer e-commerce brand, built a web development and branding business, and partnered with businesses across multiple industries to improve their digital presence, communication, and customer-facing presentation. Seeking an internship where I can contribute to finance, commercial strategy, business development, operations, or corporate support.

Professional Experience

Founder and Brand Director, Maison Marjo, Hartsville, South Carolina / Remote

JAN 2025 - PRESENT

- Founded and developed a consumer e-commerce brand from concept to market, leading brand positioning, product presentation, digital marketing, customer experience, and launch planning.
- Directed website development, Shopify implementation, visual storytelling, and campaign strategy to strengthen the brand online.

Founder and Digital Strategy Consultant, Joao Casas Web Development, Hartsville, South Carolina / Remote

JAN 2026 - PRESENT

- Led digital strategy and brand development projects for 6 businesses, managing client consultations, content strategy, website structure, visual direction, and launch execution.
- Improved client communication, customer-facing presentation, and digital credibility across agriculture, hospitality, home decor, automotive, and retail businesses.

Accounting Assistant, PG4 Galleria, Sao Paulo, Brazil

JAN 2025 - JUL 2025

- Supported accounting operations including financial reporting, reconciliations, bookkeeping, tax documentation, inventory cost tracking, and internal audit support.
- Helped maintain financial accuracy through organized documentation, data entry, reporting support, and communication with accounting professionals.

NCAA Division II Student-Athlete, Coker University Men's Tennis, Hartsville, South Carolina

AUG 2023 - PRESENT

- Balanced collegiate athletics with academics, entrepreneurship, and professional work while developing discipline, resilience, teamwork, leadership, and time management.

Education

Bachelor of Business Administration, Accounting Concentration, Coker University, Hartsville, South Carolina

AUG 2023 - MAY 2027

Entrepreneurship Certificate. Expected graduation: May 2027. NCAA Division II Men's Tennis student-athlete.