

TRINITY SHANNON

Visual Merchandising · Retail Leadership · Luxury Brand Management

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EDUCATION

Bachelor of Science in Luxury Brand Management & Marketing

Expected December 2026

Susquehanna University · Selinsgrove, PA

- Relevant coursework: Digital Marketing, Marketing Research, Data Collection and Modeling.

Associate of Applied Business in Business Management & Marketing

May 2024 · GPA 3.5/4.0

Eastern Gateway Community College · Remote

- Relevant coursework: Leadership Development and Team Building, Organizational Behavior, Business Management Capstone.

RETAIL EXPERIENCE

First Assistant Manager

September 2021 · August 2024

Maurices · Selinsgrove, PA

- Managed day-to-day store operations by overseeing inventory, visual merchandising and sales performance to optimize sales and enhance the customer experience.
- Analyzed sales reports and customer insights to drive performance in sales and services, and to implement targeted sales strategies.
- Led a team of 10+ by implementing strategic incentives that boosted sales and exceeded KPI targets.
- Developed and mentored staff to enhance skills and customer interactions through regular feedback sessions, consistently achieving daily goals.
- Created genuine connections with every customer by listening to their needs and delivering tailored solutions to reinforce brand culture and customer retention.

Management Trainee Internship

May · August 2025

Enterprise Rent-A-Car · Selinsgrove, PA

- Contributed to sales growth by promoting protection plans and rental upgrades.
- Delivered customer service by assisting clients with rental agreements, resolving concerns and ensuring a smooth rental process through a hard open and close.
- Supported daily branch operations, including fleet management, contract processing, and vehicle logistics.
- Presented a marketing campaign against other intern teams, placing 2nd overall.

Visual Merchandiser & Communications

December 2025 · January 2026

Kaanjj · London, United Kingdom (Remote)

- Audited designer listings on the Kaanjj marketplace to ensure accuracy of size charts, fabric details, product descriptions and pricing.
- Performed data validation and corrections in Google Sheets, maintaining consistency across different designer profiles.
- Developed actionable insights from audit findings, supporting improvements and creative input.

WORK EXPERIENCE

Bartender

March 2025 · June 2026

Bot's Tavern · Selinsgrove, PA

- Delivered fast, friendly service to 100+ customers per shift in a high-volume college bar environment.
- Balanced multiple orders under pressure while providing excellent customer service.
- Accurately mixed and served cocktails and beer while maintaining compliance with state liquor laws and ID verification.
- Collaborated with fellow bartenders and security staff to maintain a smooth service flow.

SKILLS

- Technology: Microsoft Office (Word, PowerPoint), Google Workspace (Docs, Slides, Drawing), Adobe Photoshop, Canva, POS Systems & Transactions, CRM Software Familiarity.