

# SHANE CURTIS

20/04/2004  
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## PERSONAL PROFILE

A motivated and ambitious DCU Business Student specializing in Data Analytics, with a strong entrepreneurial mindset demonstrated through launching a successful vintage clothing business and growing up as part of a family menswear business, Curtis&Dunne. Strong leadership and communication skills developed through captain roles in team sports, as well as great customer service skills learned through 4 years of customer facing and sales roles in the family business.

## WORK EXPERIENCE

**Team Member | Curtis&Dunne** Dec 2020 - present

- Contributed to day-to-day operations of the family menswear business, including sales, customer service, and stock management.
- Manage Social Media Accounts and Help to develop E-commerce platforms.

**Founder | Varsity Vintage** Dec 2023 - Present

- Launched and manage a vintage American University and Pro Sports apparel clothing business.
- Successfully achieved over 130 sales in the first year through effective marketing strategies and strong customer engagement on Depop.
- Actively participate in in-person market events, enhancing brand visibility and driving additional sales.

## SKILLS

- Technical Skills**  
Through specialising in Data Analytics I have developed a reasonable knowledge for applications such as python, power bi and excel.
- Leadership**  
Successfully led a regional sports team in a charity match against the Irish National team.
- Sales and Customer Relationship Management**  
4 years of working in a customer facing role in a customer centric business.
- Time Management**  
Balanced academic responsibilities with entrepreneurial and family business commitments.

## EDUCATION

**Dublin City University (DCU) | Bachelor of Business Studies, Specializing in Data Analytics** Sep 2022 – Present

- Expected Graduation: May 2025
- Relevant Coursework: Business Analytics, Marketing Strategies, Financial Management, Data Visualization

**Gormanston College | Leaving Certificate** Sep 2016 - June 2021

- Achieved 531 points in the Leaving Cert

## HOBBIES AND INTERESTS

- FOOTBALL
- MARKETS
- TRAVEL
- FILM
- HIKING