

# SHERI DONAHUE

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## EDUCATION:

**California Polytechnic State University, San Luis Obispo, CA**

Bachelor of Science in **Business Administration**,

Concentration in **Marketing**

Expected Graduation: June 2021

Cumulative GPA: 3.74

**Cuesta College, San Luis Obispo, CA**

Associate in Science for Transfer,

**Business Administration**

August 2018 - May 2019

GPA: 3.92

**Fashion Institute of Technology, FIT, New York City, NY**

Studied Fashion Business Management

August 2017 - May 2018

GPA: 3.73

## RELEVANT COURSEWORK:

+ Principles of Marketing + Corporate Finance + Accounting + Information Systems + Business Calculus + Statistics for Management  
+ Consumer Insights + Merchandising Math Applications + Advertising and Promotion + Web and Print Publishing

## EXPERIENCE:

**Moondoggies Beach Club, San Luis Obispo, CA**

June 2016 - Present

Sales Associate at local Surf and Skate Apparel retail store

- Drive sales through merchandising of women's section by creating store and window displays
- Executed marketing initiatives by crafting social media posts
- Curate product selection based on trends by assisting in buying decisions for women's accessories
- Increase customer loyalty through personal shopping and being knowledgeable of products

**Textile Surface Design Department, FIT, New York City, NY**

October 2017 - May 2018

Clerical Assistant for Textile Surface Design Department at FIT

- Organized spreadsheets for the master schedule of the 25+ faculty members in the department
- Assembled 60+ swatch book packets as class materials for faculty member
- Maintained department bulletin board and solved general IT problems

**L'Oréal USA, New York City, NY**

October 2017 - May 2018

Cosmetic Study Participant at L'Oréal USA headquarter offices

- Provided beneficial feedback on products in development across multiple L'Oréal brands

**NYFW: The Shows, New York City, NY**

September 2017 – February 2018

Backstage Model Dresser for 4 New York Fashion Week runway shows

- Ensured shows ran smoothly by using time effectively and dressing models quickly
- Directed models to the correct place in line to maintain order of outfits and vision of designer

**ROP Fashion Merchandising Internship, San Luis Obispo, CA**

March - June 2016

Merchandising Intern at 6 local retail businesses for ROP course

- Improved customer experience through strategically merchandising store to display new products
- Maintained accurate databases for inventory and prepared online orders to ensure a reduced shipping timeline

## INVOLVEMENT:

**AMA, American Marketing Association, San Luis Obispo, CA**

September 2019 - Present

Member of AMA, Cal Poly Chapter

- Attend weekly meetings to further passion for marketing and hear executive guest speakers
- Cultivate network of marketing professionals and fellow club members

**WIB, Women In Business, San Luis Obispo, CA**

September 2019 – Present

Member of WIB, Cal Poly Chapter

- Attend meetings including in depth informational workshops with business professionals
- Participate in fostering a community of women in the field of business at college and beyond

**FCCLA, Family Career and Community Leaders of America, San Luis Obispo, CA**

October 2013 - June 2017

Chapter Vice President of FCCLA, San Luis Obispo High School Chapter

- Gained leadership skills by organizing weekly meetings and chapter events
- Competed in Fashion Design Event and Recycled Garment Fashion Show at Annual State Conference
- Earned First Place in State of California for the Fashion Design Event in 2015 and advanced on to Nationals

## SKILLS:

- Certified Microsoft Excel 2016 Specialist, Microsoft Office, Adobe Photoshop, Adobe Illustrator, Adobe InDesign