

SHANE PERLIN

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EDUCATION	UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Bachelor of Business Administration, May 2020	Ann Arbor, MI
EXPERIENCE 2023-2026	UNIVERSITY VINTAGE CEO and Founder - Transformed vintage University of Michigan clothing resale side hustle into full-time business operation, expanding from e-commerce into a brick-and-mortar storefront, generating \$810,000 in annual revenue and successfully selling business for 1,223% return on investment - Instituted merchandising strategies to optimize offerings and maximize floor plan, converting underutilized storage and open floor spaces into merchandisable retail opportunities, yielding revenue growth of +37% in Year 2 and +30% in Year 3 - Managed social media content creation and community monitoring, devising social strategy, establishing weekly content schedule, and identifying relevant social trends, resulting in 550+ pieces of content, 35% increase in followers, and 1MM+ average monthly views - Cultivated and maintained supplier network with 200+ local and national vendors, customizing negotiation tactics for each vendor and traveling to events to source product, securing 30 exclusive supplier partnerships and 80% increase in product on average versus Year 1 - Devised buy-sell-trade program to streamline product procurement and recycling process, implementing organic and paid marketing tactics in targeted media outlets to transform consumers into inventory suppliers, resulting in +26% units purchased and -18% cost per unit - Engineered inventory management process, creating product tiers and attributes to organize 14,000 unique units into 900 product buckets, allowing for efficient pricing strategy and systematized inventory buying process - Facilitated hiring, training, and retention process for staff of 20 employees, managing weekly scheduling, developing training documentation, and performing end-of-season exit interviews, leading to 100% employee satisfaction and 95% retention	Ann Arbor, MI
2020-2023	PEPSICO - FRITO-LAY Senior Digital Marketing Strategist, 2022-2023 - Developed framework for search engine optimization strategy for 20 brand websites, centered around leveraging keywords, FAQ sections, and meta headers/descriptors, resulting in multi-phase rollout plan across owned platforms - Managed relationship between brand teams and agencies, identifying opportunities to amplify brand promotions and leading communication on updates and deliverables, launching three landing pages for celebrity partnerships and Super Bowl programming Lay's, Marketing Analyst, 2020-2022 - Led targeted communications plan and commercial development for re-launch of \$40MM SKU, managing cross-functional task force for in-store execution and paid and social media, resulting in +8% units and +\$2MM sales growth since re-launch - Managed largest flavor activation in brand's recent history, amplifying PR communications plan with TikTok influencer partnership and leading commercial task force to ensure product fulfillment, exceeding order forecasts by 15% and growing 63% versus prior year's program - Spearheaded development of weekly performance tracker across brands, partnering with GBS to build Tableau dashboard, allowing teams to track weekly performance and diagnose drivers of growth and declines - Provided 360-degree analytical support for Lay's brand team, assembling periodic performance reports and analysis for strategic planning, allowing team to identify gains and drains on the business and craft stories for brand growth strategies	Plano, TX
ADDITIONAL	- Two "Dangerously Cheesy Award" nominations for bringing positivity and light-heartedness to the Frito-Lay Marketing Department - Serve on Board of Directors for Michigan Sport Consulting Group, a student organization I co-founded in 2015 - University Vintage was featured on national TV during FOX's "Big Noon Kickoff" with Dave Portnoy and Urban Meyer - Enjoy golf, listening to "Pardon My Take", and caring for indoor plants	