

SHELBY DURHAM

SHELBYDURHAM1298@GMAIL.COM

910.777.3484

WORK EXPERIENCE

Team Lead | LVMH, Louis Vuitton

Chicago, IL NOVEMBER 2021 - PRESENT

- Streamlined over \$21mil+ in sales
- Mentored and coached teams of CAs, PCAs, and ECAs in client relations and development
- Consistently delivered on relevant service KPI data; Executed the brands only RFID Pilot Program
- Recruited and fostered talent for the greater Chicago area

Sales Supervisor, Communications & People | AWAY Travel

Chicago, IL JUNE 2021 - NOVEMBER 2021

- Collected and communicated KPI data to relevant teams and ensured timely processing of Solidus and CX requests
- Amplified team's sales (\$1.1mil+)
- Gained experience in onboarding members, talent acquisition, and team development

Marketing Manager | COMMON Conservatory

Chicago, IL FEBRUARY 2021 - JULY 2021

- Orchestrated marketing and promotional photoshoots for the conservatory company
- Developed marketing materials for June performance of COMMON Conservatory
- Amplified marketing materials by over 800%
- Established and implemented COMMON Merchandise

Marketing Designer Assistant, Social Media Specialist,

Chicago, IL

NOVEMBER 2020 - MAY 2021

Head of Merchandising | PARA.MAR Dance Theatre

- Amplified social media presence across multiple platforms (Instagram, YouTube, Vimeo, Facebook)
- Curated and quantified the merchandising for the company
- Integrated and restructured the brand kit of the
- Facilitated the social media team and streamlined logistics and goals

ACADEMIC BACKGROUND / HONORS

Elon University

Accademia Europea di Firenze di Danza

BA Arts Administration, Business Administration. BFA Dance Performance + Choreography
AUGUST 2016 - MAY 2020

Elon, NC & Firenze, Italia

- GPA: 3.6, Cum Laude
- Outstanding Senior Dance & Choreography Award
- Awarded \$5,000 grant for undergraduate research

SKILLS AND RELEVANT COURSES

SOCIAL MEDIA: Instagram, TikTok, YouTube, Vimeo, Facebook, Twitter, Pinterest

VISUAL PRODUCTION SKILLS: Photography, Videography, iMovie, Adobe Creator

WEBSITE CREATION: Wix, Weebly, SquareSpace.

MAC AND PC OPERATING SYSTEMS: Powerpoint, Excel, Numbers, GarageBand

INTERNSHIPS

SOCIAL MEDIA & MARKETING INTERN | IN BALANCE PILATES

Wilmington, NC | JULY 2019 - AUGUST 2019

- Actively participated in aiding and assisting the owners classes
- Managed social media platforms (Facebook, Instagram, website, and online studio platform) with over 24.3K followers
- Increased account activity by 4,500%

PRODUCTION ASSISTANT & SOCIAL MEDIA INTERN | ELON DEPARTMENT OF PERFORMING ARTS

Elon, NC | AUGUST 2018 - DECEMBER 2018

- Designed the online programs for the Dancing in the Landscape and Fall Dance Concert productions
- Managed social media platforms for promotional materials (950 followers), and increased account activity by 10,233%
- Maintained schedules daily while both choreographing and performing in the concert

REFERENCES

Sara Jern

sara.jern@louisvuitton.com

(331) 201-0351

Adnan Milanovic

adnan.milanovic@louisvuitton.com

(312) 721-1384

My Villalon

my.villalon@louisvuitton.com

(847) 532-2070

Genesis Mallari

genesis.mallari@awaytravel.com

(312) 877-3222