



REILLEY SHAMBLIN

CONTACT

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WWW.COPYCATTHAT.COM

EDUCATION

UNIVERSITY OF GEORGIA | ATHENS, GA
BACHELOR OF FASHION MERCHANDISING
CERTIFICATE OF ENTREPRENEURSHIP
CUM LAUDE
(2016-2020)

LEADERSHIP

- FAB'RIK STYLIST INNOVATION COUNCIL LEADER
- ALPHA OMICRON PI NEW MEMBER EDUCATOR
- ROUGE MAGAZINE CREATIVE DIRECTOR
- ATLANTA APPAREL PEACHES AMBASSADOR
- LEAD SWIM TEAM COACH

EXPERIENCE

FAB'RIK

FREE FAB'RIK MANAGER + EXECUTIVE ASSISTANT TO THE CEO | MAY 2020 - PRESENT

- Managed fab'rik's nonprofit organization through logistical and schedule coordination
- Curated reports, managed employee data, and hosted interactive training sessions focused on company policies, sales, customer experience, etc.
- Decreased website overhead costs by 83% and enhanced consumer digital experience through re-branding
- Accelerated fab'rik Internship Program through role as Internship Director
- Orchestrated fab'rik's 5-week Dream Catchers Program for middle and high school girls
- Trained, merchandised, and opened a fab'rik store location
- Integrated new online training for fab'rik employees through Teachable
- Opened 4 free fab'rik Boutiques within Q1 of 2021
- Worked hand-in-hand with volunteers and partner nonprofits

UNCOMMON FASHION

BRAND REPRESENTATIVE | OCTOBER 2019 - JANUARY 2020

- Analyzed and researched two key brands within the showroom
- Oversaw communications with buyers and retailers to develop strong relationships
- Merchandised pieces and created a visually appealing display
- Generated sales for each brand 1.5x over the sales goals

FAB'RIK ATHENS

OPERATIONS LEAD STYLIST | MARCH 2018 - MAY 2020

- Interpreted and analyzed target market demographics
- Spearheaded and facilitated social media calendar and curated high Impact Integrated campaigns on Facebook, Instagram, TikTok, and Pinterest
- Coordinated scheduling, inventory processing, and payroll management
- Worked with a team of stylists to increase yearly sales by 150%

FAB'RIK

OPERATIONS INTERN | SUMMER 2019

- Innovated processes for Springboard Retail POS Systems for 40+ locations
- Analyzed annual and weekly key performance Indicator reports for future decisions
- Collaborated with web team to integrate new processes
- Launched New Stylist Training and collaborated to re-vamp all processes related to company-wide in-store training

SKILLS

- GOOGLE SUITES + MICROSOFT OFFICE
- BUSINESS + MARKETING ANALYTICS
- CREATIVITY + CONCEPT DEVELOPMENT
- PROBLEM-SOLVING SKILLS
- PROJECT MANAGEMENT SKILLS
- CROSS-FUNCTIONAL TEAMWORK
- WRITTEN + VERBAL COMMUNICATION SKILLS
- SOCIAL LISTENING
- WORDPRESS WEB DEVELOPMENT