S H E L B Y K E A R N E Y

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EDUCATION

California Polytechnic State University, Orfalea College of Business — **San Luis Obispo, CA**
Bachelor of Science, Business Administration, Concentration: ***Marketing/Sales*** — **Graduation Date**: June 2028
Relevant Coursework: Marketing Research, Consumer Insights, Information Systems — **GPA:** 3.73

PROFESSIONAL EXPERIENCE

The Press — **Half Moon Bay, CA**
Barista & Social Media Manager — June 2025 – Present

- Launched and managed the company's presence across five digital platforms, and analyzed post and event performance to guide future marketing strategies to our 1000+ followers.
- Helped the owner shape The Press's visual aesthetic while providing personalized service and building relationships with 50+ regular customers and the local community.

Shop The Studio — **Los Gatos, CA**
Interior Design Showroom Intern — June 2026 – August 2026

- Managed rug, wallpaper, and resource libraries with over 5,000+ textiles to improve workflow while assisting designers and clients in selecting fabrics by color, pattern, and material.
- Styled the showroom by arranging furniture and accessories to create cohesive, visually appealing spaces
- Analyzed purchase orders and product images to update the company's outdated online catalog.

Blossom Girls — *Luxury Holiday Design Business* — **Bay Area, CA**
Lead Design Assistant — Seasonal

- Researched trends and sourced décor and materials to design and install custom luxury holiday displays that reflected each client's vision and achieved a cohesive, high-end aesthetic.
- Trained and mentored new team members on styling techniques, brand standards, and installation processes, improving team consistency, efficiency, and overall design quality.

Una D'oro Swimwear — **San Luis Obispo, CA**
Brand Ambassador — Feb 2025 – June 2025

- Contributed creative input on product designs, styles, and overall brand direction for a student-run startup.
- Promoted products through personal social media and analyzed sales performance to identify top-performing products and content, gaining hands-on experience in branding, marketing strategy.

ACTIVITIES & SKILLS

Activities:

- Dean's List Student
- Sigma Kappa Sorority Member
- The Alzheimer's Foundation Volunteer

Skills: Microsoft Excel Certified, Social Media Management, Content Creation, Customer Service

INTERESTS & PASSIONS

- **Interests:** Interior design, Fashion, Beauty, Visual Merchandising, Branding, and Event Planning
- **Passions:** Hot Yoga, Travel, DIY Projects, selfcare, and Trying New Restaurants