

SHANNON STARRATT

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EDUCATION

Roger Williams University, Bristol, RI May 2027
Gabelli School of Business (ACCSB Accredited) GPA: 3.9
Bachelor of Science in Marketing & Sports Management
Minor in Graphic Design

Lake George Jr-Sr High School, Lake George, NY June 2023
Advanced Regents Diploma

RELEVANT COURSEWORK

Accounting I: Financial | Marketing Research | Package Design | Typography | Data Analysis | Sports Management | Marketing Principles | Financial Management | Management Principles | Advertising Principles | International Marketing | Accounting II: Managerial | Operations Management | Sports Marketing | Legal Environment of Business

WORK EXPERIENCE

Georgian Lakeside Resort June 2020 – August 2025
Food & Beverage / Hospitality Associate

- Provided excellent customer service in a fast paced environment
- Assisted guests with inquiries, resolved issues promptly, and contributed to a positive customer experience.
- Ensured customers filled the correct paperwork as a watercraft rental manager

Social Media Manager August 2024 - Present
Roger Williams University Softball

- Balance responsibilities as a varsity athlete while executing digital marketing initiatives across Instagram, X, and TikTok to strengthen brand awareness and audience engagement.
- Design graphics and promotional content highlighting team achievements, athletes accomplishments, and game-day content.
- Analyze platform performance metrics and audience insights to optimize content strategy and increase overall engagement.

Game Day Operations Intern December 2025 - January 2025
Adirondack Thunder

- Directly support the Director of Events and Front Office with in-game operations, ensuring a seamless, memorable fan experience.
- Help manage event logistics, including precise setup, efficient breakdown, and materials preparation.
- Execute crowd engagement initiatives and promotions, and adhere to game scripts and operational timelines.
- Serve as an organizational goodwill ambassador.

SKILLS

- Microsoft Office: Microsoft Word, PowerPoint, Excel
- Adobe Creative Suite: Photoshop, Illustrator, InDesign
- Notion
- Canva
- Qualtrics
- Social Media
- CapCut
- Instagram Insights
- TikTok Analytics
- Google Workspace

COLLEGIATE INVOLVEMENT

Varsity Softball

August 2023 – Present

- All- Conference Second Team - 2024
- 2025 CNE Player of the Year
- All- Conference First Team - 2025
- NFCA x Eaton All- America Scholar
- Athlete NFCA D3 All- Region Second
- Team CSC Academic All- District

Women In Business

August 2023 – Present

- Active member of a student led organization empowering women through leadership development, networking, and career-focused programming, with participation in biweekly meetings and events.

Beta Gamma Sigma- Business Honor Society

April 2025 – Present

- Member of the AACSB-accredited International Business Honor Society chapter at Roger Williams University, which recognises the top 10% of undergraduate business students. While fostering leadership development and networking with industry professionals.

Alpha Chi National College Honor Society

December 2025 – Present

- Member of the top 10% of upper-division students in the Alpha Chi Honor Society at Roger Williams University. With a primary focus in leadership development, cross-discipline collaboration, and community-focused scholarship.