**Shana Cromwell-Ramnarain**

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***ACADEMIC/PROFESSIONAL BACKGROUND:***

**Degree GPA Class University Major**

B.S 4.0 2023 New York City College of Technology Business & Technology of

City University of New York Fashion

*Specialization:* Global Luxury Fashion

A.S 3.6 2021 Queensborough Community College Liberal Arts City University of New York

**Professional Certifications:**  **January 2023**

*CUNY Certification,**Sexual Harassment, Gender-Based Harassment and Sexual Violence* *Student Curriculum*, February 2023, New York City College of Technology, *CUNY*.

**Honors & Awards: 2021-2023**

Dean’s List: Maintained GPA of 4.0. *College of Professional Studies, Department of Business,* Business & Technology of Fashion, New York City College of Technology *CUNY*.

# *PROFESSIONAL EXPERIENCE*

***Founder / Owner Shape By Shana Luxury Nails LLC. January 2019 - Present***

* Implemented a scientifically knowledgeable, high-quality beauty technique for luxury service clientele.
* Analyzed and compared marketing insights, customer feedback and market trends regularly.
* Reported over 1M views & 157.8k likes on TikTok, constructed content generating 10k-135k views & over 200-22k likes on Instagram.
* Solved client concerns and operated business mission values through client care.

## Manager: Orders Ideal Uniforms July 2017– January 2019

## Department

175 Rockaway Ave, Valley Stream, NY 11580

• Assembled and trained new members of orders team while maintaining efficient output of over 150-500+ orders daily.

• Constructed in-house printed apparel according to dress code for over 150+ NYS public and private schools.

* Provided evaluation support for difficult customer concerns.
* Listed procedures and duplicated teaching instruments for new members of orders or sales team.

## Front Desk Secretary Amdo Medical PC Acupuncture January 2016 – June 2017

* Organized and located all patient information, scheduling & front desk tasks daily as per doctor’s request.
* Appraised each patient who entered the establishment and organized transportation for patients in need.
* Designed organizational methods of patient records, made useful suggestions for office efficiency.
* Executed translation (Spanish) between client and doctor.

# *INTERNSHIP EXPERIENCE*

***Fashion Publication Lindsey Media January 2023-Present***

* Organized showroom pieces by brand and style. Maintained overall inventory for stylist pulls and returns.
* Described the essence of a brand using descriptive writing to curate market pitches for clientele of Lindsey Media.
* Implemented quick, innovative thinking during NYFW; providingdynamic assistance during multiple shows.
* Examined and suggested thoughtful solutions on a day-to-day basis.

***PROFESSIONAL DEVELOPMENT***

* Attended “Power of Persuasion” Seminar by Dorothy Doppstadt at NYC College of Technology Academic Building A416, from 12:30pm-2:30pm on Tuesday, April 18th, 2023.
* Attended “Leading with Emotional Intelligence” Seminar by Dorothy Doppstadt at NYC College of Technology Academic Building A417, from 12:30pm – 2:30pm on Thursday, March 9th 2023.

***EXPERIENTIAL LEARNING:***

* *Attended* “About time” Exhibit at The Metropolitan Museum of Art, 1000 5th Ave, New York, NY 10028, February 27th 2020, 2:40pm. [Link](https://www.metmuseum.org/exhibitions/listings/2020/about-time)
* *Attended* “Fresh, Fly, and Fabulous: Fifty Years of Hip Hop Style.” At The Museum at FIT, 227 W 27th Street, New York, NY 1001 on March 29th 2023, 4:03pm. [Link](https://www.fitnyc.edu/museum/exhibitions/hip-hop-style.php)

***SOCIAL MEDIA AND COMPUTING DATABASES***

*Social Media:*Instagram,Facebook, Tik Tok.

Databases: Fashion Snoops, Business of Fashion (BOF), JStor.

# *UNDERGRADUATE PUBLICATION*

Shana Ramnarain, *Educational Content Marketing Vs Traditional Content Marketing On Social Media.* Honors Scholars Program, May 2022. (Mentored by Dr. Reginald King)

Shana Ramnarain, *Lookism: An investigation into Discrimination in Workplace Practices.* Emerging Scholars Publication, December 2022. (Mentored by Dr. Alyssa Dana Adomaitis)

# LANGUAGES

Fluent in English reading, writing and speaking; Limited to fluent in Spanish reading and speaking.

**CIVIC ENGAGEMENT**

*Volunteer* Business & Technology of Fashion, Fashion Futurists Fashion Show (Spring 2023); Assistant Model Choreographer, Nail Enhancement Artist