

Shannon Reader

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[LinkedIn: Shannon Reader](#)

EXPERIENCE

McCarus Beverage Company Charleston, SC — *Administrative Manager*

AUGUST 2019 - JUNE 2020 (furlough)

Executive leadership team; purchasing; sales support; order processing; managing the company website and catalogue; improving internal and external communication; participating in all company events and public tastings

Edmund's Oast Exchange Charleston, SC — *Retail Associate*

DECEMBER 2019 - APRIL 2020 (COVID layoff)

Promoting grower-made wine and local beers; leading public and private wine tastings; working as part of a customer-focused sales team

Paris Wine Company Paris, France — *Intern*

OCTOBER 2018 - APRIL 2019

Invoice processing; direct communication with winemakers and distributors; coordinating sample shipments; processing government forms; managing the website and Instagram; organizing and running Wine Weekend

Gap Madison, WI — *Sales Associate*

JUNE 2015 - AUGUST 2018 (seasonal)

Teaching Assistant Program in France Aiguillon, France — *English Teaching Assistant*

OCTOBER 2016 - APRIL 2017

EDUCATION

University of Wisconsin-Madison, Master's

SEPTEMBER 2017 - MAY 2019

Professional French Masters Program, business concentration

University of Wisconsin-Madison, Bachelor of Arts

SEPTEMBER 2012 - MAY 2016

Majors: English (linguistics) & French, Minor: European Studies

PROFESSIONAL SKILLS

Microsoft Office Suite

Adobe InDesign

Mac & PC proficient

Presentations

Customer service

Writing, communication

LANGUAGES

English: native | French: fluent

KEY ACCOMPLISHMENTS

Paris Wine Company Wine Weekend: planning & running a weekend-long salon tasting, January 2019

Gap Card acquisition leader: March, April, May 2018

Master's research project (fall 2017): "La gastronomie française, véritable globetrotter: Une étude de l'exportation alimentaire française vers les Etats-Unis"