

SHAAN SETIA

6718 Stonecutter Drive | Burke, VA 22015 | 703-880-4597 | setiashaan@gmail.com | shaansetia.com

PROFESSIONAL SUMMARY

Marketing graduate with hands-on experience in customer engagement, relationship building, and sales-driven service. Proven ability to educate clients, drive product adoption, and foster loyalty in fast-paced environments. Seeking to leverage analytical skills, communication strengths, and customer insights into a marketing role focused on campaigns, content, and audience growth.

EDUCATION

Bachelor of Science in Marketing

September 2020 – May 2024

George Mason University – School of Business | Fairfax, VA

Focus: Business Management, Accounting, and Marketing

EXPERIENCE

Mobile Regional Resource Team – Teller & Banker Support

December 2024 – Present

PNC Bank | Regional (Virginia)

- Deliver exceptional customer experiences across multiple branches, building loyalty and trust that support long-term client relationships and brand advocacy.
- Drive sales through targeted product referrals and needs-based conversations, educating customers on financial solutions and converting inquiries into account growth.
- Collaborate with branch teams and leverage internal partnerships to identify cross-sell opportunities and strengthen customer engagement.
- Manage high-volume transactions while maintaining accuracy and compliance, demonstrating strong attention to detail and the ability to perform under pressure.

Barista & Trainer

August 2020 – August 2022

Starbucks | Springfield, VA

- Provided high-quality customer service in a fast-paced retail environment, consistently creating positive brand experiences and encouraging repeat visits.
- Trained new team members on product knowledge, service standards, and operational procedures, contributing to team performance and consistency.
- Recognized as Partner of the Quarter multiple times by peers for outstanding contribution, teamwork, and customer focus.
- Handled cash transactions, inventory awareness, and peak-hour operations while maintaining composure and efficiency under pressure.

SKILLS

Marketing & Digital: Social Media Management (Facebook, Instagram, LinkedIn, TikTok), Content Creation, SEO & SEM fundamentals, Campaign Planning & Execution, Google Analytics

Technical Tools: MS Office (Advanced), Google Workspace (Advanced), Adobe Creative Suite (Photoshop, Illustrator, InDesign – Intermediate), SPSS, Qualtrics, Python (Basic)

Core Strengths: Customer Relationship Building, Sales & Referral Generation, Communication, Team Collaboration, Peer Training & Mediation, Data-Informed Decision Making

Languages: English, Hindi, Spanish

VOLUNTEER EXPERIENCE

To The Rescue | Burke, VA

Assisted with animal care, cleaning, feeding, and adoption paperwork support for a local rescue organization.

Community Systems Inc. | Fairfax, VA

Supported office operations for nonprofit enabling independent living for individuals with disabilities.