

# Melissa Hannon

Life Coach & Wellness Workshop Leader

## Overview

Dynamic and results-driven business professional with over a decade of experience in the fashion industry. I have cultivated expertise in strategic planning, brand development, and leadership, with a proven ability to drive market success and foster team collaboration.

Now transitioning full-time into the wellness field, I am passionate about empowering individuals as a certified life coach, yoga teacher, and meditation practitioner. With a focus on authenticity, self-expression, and mindful living, I lead wellness workshops and retreats designed to help people embrace balance, achieve their personal goals, and experience growth. My approach supports clients in aligning with their true selves while fostering the mindset and tools needed for lasting transformation.

## Work Experience

### Founder & Wellness Workshop Facilitator

Overpour & Overshare August 2024 - Present

- As the founder of Overpour & Overshare, I lead a wellness company that encourages individuals to connect with their inner voice. Through thoughtfully curated workshops and retreats, we provide a safe space for self-expression, introspection, and growth.
- Our mission is to empower people to honor their instincts, release societal pressures, and live in alignment with their true selves. I design and facilitate wellness experiences that focus on mindfulness and emotional wellness including journaling, meditation, movement, flower therapy and much more.

### Head of Men's Merchandising

TUMI Travel March 2022 - Present

- Lead product development and assortment selection for the \$450M Men's Bags, Small Leather Goods, and Accessories business at TUMI, overseeing both Full Price and Outlet channels.
- Spearheaded expansion into new categories such as Golf, Biking, Camera, and Racquet sports.
- Analyze global sales across North America, APAC, and Europe, optimizing performance in brick-and-mortar, e-commerce, and wholesale channels.
- Manage high-profile brand collaborations and partnerships with McLaren Racing and KITH.
- Present seasonal line strategies to the company, collaborated cross-functionally with Design, Planning, Sourcing, and Consumer Insights teams, and ensured product quality standards.
- Promote and developed a team of 3 direct reports, fostering an inclusive and collaborative work environment.

### Adjunct Instructor

Fashion Institute of Technology January 2022 - December 2022

- Dedicated educator skilled at developing curriculums designed to prepare and motivate students for a career in business
- Expert in emerging technologies as they relate to education and retail including virtual shopping and the Metaverse

### Senior Merchant

KingSize.com March 2020 - March 2022

- Successfully planned and developed the full product line for the \$150M Private Label Men's Big and Tall apparel and accessories business.
- Managed national brand and licensing relationships with top brands including Levi's, Champion, Skechers, New Balance, Marvel, and Disney.
- Drove merchandising strategy across e-commerce platforms, including the company's website, Amazon, and Walmart.com and wholesale business.
- Oversaw P&L and EBITDA, presenting financial results to the CEO and CFO weekly.
- Identified growth opportunities to increase sales and customer acquisition, led a seasonal calendar task force, and managed a team of 3 direct reports, fostering collaboration and efficiency.

## Contact

melissahannon529@gmail.com

718-938-1263

Brooklyn, New York

## Education

- **Institute for Integrative Nutrition**  
*Chopra Life Coaching Certification*  
NBHWC Accredited Program  
Expected February 2025
- **Fashion Institute of Technology**  
*BS in Fashion Merchandising Mgmt*  
Completed in 2013

## Certifications

### Yoga Sculpt Instructor

Oct 2023 | CorePower Yoga

### Mental Health First Aid

Dec 2019 | NYC Health

## Skills

- Leadership & Team Development
- Active Listening & Communication
- Problem Solving & Conflict Resolution
- Client Relationships & Personalization
- Strategic Planning & Goal Setting