



Shelby McFarland

CEO, Marketing Expert,
Entrepreneur, & Mom

Shelby became an entrepreneur at the age of 18. Unlike her peers, she pursued a career versus experiencing college. She quickly realized her passion for helping others build a successful business. 11 years later, Shelby is now a CEO and an award-winning entrepreneur and marketing professional. Her daily drive and hustle created a 6-figure business; Shelby & Company, INC.

She has overcome many obstacles and learned many lessons over the course of her career. In 2021, she became a mom of a beautiful baby girl. Shelby has had to learn a new balance of managing her team plus prioritizing time with her daughter. Her goal is to motivate other small business owners to never stop chasing their passion.

Shelby is known as the Boss Babe of her industry. Her story is still unfolding and fun never stops!

signature topics

- ✓ Women Empowerment
- ✓ Team Leadership
- ✓ Business Marketing
- ✓ Being Your Authentic Self
- ✓ Successes & Failures
- ✓ Mom + CEO

Shelby
& COMPANY Inc.



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@bossbabe_shelby



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Suggested Interview Questions

- How did you utilize social media to build a successful business business?
- What has been your biggest learning curve as an entrepreneur?
- What would you differently if you were starting from scratch?
- How do you balance being a mom and a CEO?
- How do you stay true to yourself in the difficult times?
- What piece of advice would you give a Senior in high school who is debating college?

Book Shelby

- PODCAST INTERVIEW
- SPEAKING ENGAGEMENT
- SOCIAL MEDIA FEATURE
- MAGAZINE INTERVIEW
- LIVE ON SOCIAL MEDIA
- GUEST BLOGGER
- WORKSHOPS/TRAININGS



Please feel free to reach out with any questions.

Get in Touch!

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