

# BLESSY DEL CARPIO

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## EDUCATION

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### San Jose State University

San Jose, CA.

B.S. Business Administration, concentrating in MIS.

Exp: Dec. 2025 | GPA: 3.30

**Relevant Coursework:** Database Management Systems, Systems Analysis and Design, Intro. to Business Programming, Fundamentals of Management Information Systems, Financial Accounting, Professional & Business Ethics, Networking & Data Communications

### De Anza College & Foothill College

Jan. 2023 - Dec. 2023

## EXPERIENCE

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### Intern Researcher

Dec 2024 – Present

#### *EnkeyAi*

Oakland, CA.

- Conducted ideation and research to design an accessible data architecture system for efficient data storage, collaborating with the team to refine and implement solutions.
- Utilized Excel for visualization while applying SQL strategies to structure and optimize data storage for scalability.

### Co-Founder & VP of Analytics

Dec. 2024 – Present

#### *PM Club at SJSU*

San Jose, CA.

- Developed strategies to optimize student member data collection, noting student profiles to assist in specifying the potential growth and vision of the club.
- Developing a system to track event attendance frequency, enabling data-driven engagement insights.
- Leveraging CRM to streamline data management and improve operational efficiency.

### Marketing Manager & Membership Analytics

Jun. 2024 – Present

#### *IDEAS Entrepreneurship Club at SJSU*

San Jose, CA.

- Increased member numbers by 37% by applying digital marketing methods to deliver event information to 200+ club audiences.
- Filmed and edited videos on a weekly basis averaging 1,000+ views within 3 days by utilizing storyboards and editing software.
- Interviewed event attendees to collect feedback regarding event performance and analyzed input to improve future events.

### Finalist

Dec. 2024

#### *Silicon Valley Innovation Challenge*

- Ideated and developed a startup concept, conducted market analysis and defined key product features.
- Finished in the top 10% of program applicants.

### Venue Service Team Member

Aug. 2024 – Present

#### *Whole Foods Market*

San Jose, CA.

- Enhanced organizational efficiency in a fast paced environment, reducing my task completion times by 1 hour through applying the Kaizen continuous improvement model, effectively serving 20-40 customers and ensuring accurate order fulfillment.

## PROJECTS

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### Social Media Report – Project Manager

Spring 2024

- Managed a group of 4 to complete a 27 page report on how effectively sports leagues promoted their brand representations.
- Compiled and summarized data consisting of: follower metrics, marketing approaches to events and fundraisers, global presence and cultural accommodation to make objective analyses of social media performances.

### Analytical Report on Patagonia Inc.'s 2025 Renewable Packaging Initiative

Spring 2024

- Learned the contents of executing an analytical report and created my own cohesive and understandable report on Patagonia Inc.
- Researched the environmental impacts of the packaging industry and gathered supporting evidence.

## SKILLS, LEADERSHIP, and AWARDS

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**Skills:** Excel, Jira, Tableau, Python, SQL, Power BI, Lean, Agile, Kaizen, Continuous Improvement, Google Workspace, AWS.

**Leadership:** Braven Professional Mentorship Program – Mentee, *Spring 2025*. | Fellow at the Braven Accelerator, *Fall 2024*. | SJSU Graduate Business Student Association – Mentee, *Spring 2024*. | Washington Hospital Healthcare System – Lean Department Volunteer, *March 2020*.

**Awards:** Dean's List Spring 2024, De Anza College