

BLESSY DEL CARPIO

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EDUCATION

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

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.

- Developing a system to track event attendance frequency, enabling data-driven engagement insights Product Management (& Project Management) Club
- Developed strategies to optimize student member data collection, noting student profiles to assist in specifying the potential growth and vision of the club.
- 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

- Finished in the **top 15%** of program applicants.
- Ideated and developed a startup concept, conducted market analysis and defined key product features.

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

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

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