CHRISTINA TRA

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EDUCATION

San Jose State University   **Aug 2024 - Dec 2026**
Bachelor of Science in Management Information Systems   San Jose, CA

- Relevant Coursework: Cloud Computing, Data Structures, Systems Analysis, Coding Languages (Python)

De Anza College   **Sep 2022 - Jun 2024**
Business Administration for Transfer   Cupertino, CA

- Relevant Coursework: Business Principles, Accounting, Computer Literacy, Coding Languages (C++, VB.Net)

EXPERIENCE

Breakthrough Silicon Valley   **Jun 2025 - Aug 2025**
Summer Site Intern (IT Support)   San Jose, CA

- Established a site-wide ticketing system to resolve technical issues, improve response times, support daily workflows, and ensure continuous access to critical applications for 70+ students and staff across both macOS and Windows platforms.
- Optimized 30+ databases by creating a centralized system with interconnected documents, significantly improving data accessibility, reducing redundancy, and supporting cross-functional collaboration by leveraging project management tools.
- Designed and managed a materials request system using Google Forms and Sheets to ensure timely distribution, maintain accurate inventory records, and deliver innovative solutions for site-specific academic and program requirements.

Tesla (Via SJSU Marketing Association)   **Feb 2025 - Jun 2025**
Analytics Consultant   San Jose, CA

- Gathered 1000+ qualified leads across 3 major cities by designing and executing a multi-channel outreach strategy, targeting key industries to directly support Tesla's expansion goals and EV initiatives within specific regions.
- Developed and implemented a CRM workflow and lead verification pipeline using Apollo and HubSpot, segmenting contacts by region, industry, and engagement history to streamline outreach campaigns and reduced bounce rates.
- Collaborated with the technical consultant team to design and build an interactive mapping tool that visualizes Tesla's EV expansion progress, identifies high-potential target areas, and monitor lead saturation to make data-driven decisions.

Marketing Association   **Sep 2024 - Dec 2024**
Synergy Outreach Specialist   San Jose, CA

- Organized and facilitated weekly professional development workshops focused on elevating students' professional business skills, successfully maintained active participation from over 200 members and fostered hands-on experiences.
- Developed the "Healthcare and Business: A Case Study" workshop by collaborating with 15+ guest speakers and industry professionals to provide students with enriched, practical learning experiences through real-world examples.
- Partnered with all internal board teams, including graphic designers and student consultants to develop dynamic multi-media campaigns that amplified event visibility, boosted engagement, and drove a 10% social media increase.

LEADERSHIP

College Leap   **Jul 2023 - Aug 2024**
Community Program Coordinator   Cupertino, CA

- Developed the De Anza Accelerator program, guiding 15+ students on transfer pathways, career development, and networking opportunities with notable UC and CSU alumni through inclusive community driven workshops.

SKILLS

Soft Skills: Adaptable, Communicative, Collaborative, Analytical, Organized, Leadership, Problem-Solving, Detail-Oriented
Technical Skills: Programming, Google Workspace, Microsoft 356, Asana, Jira, Salesforce, Figma, Canva, Apollo, HubSpot
Concepts: Database Optimization, Capacity Planning, System Troubleshooting, Business Strategy, CRM, UI/UX Design