

# ESETA FINAU

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## EDUCATION

**San Jose State University** – San Jose, California  
**Bachelor of Science in Business Administration**  
**Concentration in Management Information Systems**

Expected: May 2027  
**GPA: 3.94**

## COURSEWORK

- *BUS 92: Introduction to Business Programming*
  - Implemented business-centric applications using Python; used core concepts in object-oriented programming and computational thinking.
- *BUS 110: Fundamentals of Management Information Systems*
  - Employed data analytics systems to identify business data patterns and trends.
- *BUS 140: Fundamentals of Operations Management*
  - Studied core concepts such as supply chain management, quality assurance, and project management

## TECHNICAL SKILLS

SEO Optimization | CMS management | Social media analysis | Campaign management | Communication and Outreach

## SOFTWARE AND TOOLS

Asana | Trello | Microsoft Office Suite | Microsoft Excel | Microsoft Word | Powerpoint | Notion | Church Community Builder

## EXPERIENCE

The Braven Accelerator | Fellow | San Jose, CA

Jan 2026 – Present

Participating in an intensive leadership accelerator focused on cross-functional teamwork, strategic organization, and data-driven decision making. Developing a professional roadmap centered on contributing to healthcare innovation and the maintenance of high quality data standards within a collaborative, mission-led environment.

- Developing workforce skills such as leadership, organization, communication, teamwork, and problem solving by completing a 14-week leadership and professional development course.
- Designing a career roadmap by engaging in a 7-step process that requires self-assessment and reflection, as well as role investigation and evaluation to determine the steps required to achieve career goals.

Digital Media Project | Project Manager | San Jose State University

Oct 2025 – Dec 2025

Served as Project Manager for a cross-functional analytics initiative, overseeing the development of a data-driven evaluation framework for digital platforms. Directed project lifecycles from research to final recommendation, ensuring 100% deadline compliance and high quality deliverables through structured task coordination.

- Led a cross-functional analytics project by delivering a structured evaluation of competing digital platforms, by defining standardized criteria across engagement, accessibility, usability, and branding to support data-informed recommendations.
- Managed project timelines by coordinating task assignments and tracking progress across multiple functional areas, which enabled us to meet all project goals and deadlines.
- Developed a digital media evaluation framework by deriving research from an annotated bibliography into shared scoring metrics for design, accessibility, engagement, and usability.

Redemption Bay Area | Event Coordinator | San Jose, CA

Jan 2021 – Dec 2023

Managed end-to-end event logistics and volunteer coordination for monthly gatherings of 200+ participants, focusing on operational efficiency and risk management. Leveraged structured tracking systems to ensure 100% compliance with safety standards while scaling engagement through optimized digital workflows.

- Developed training materials and operational workflows for monthly volunteers through Teams and Asana, resulting in an increase in event attendance of 40%.
- Coordinated monthly events for 200+ students, managing volunteer resources, participant engagement, and operational logistics.
- Mitigated operational risk by achieving 100% documentation compliance with zero reported incidents and verified volunteer qualifications, through a structured liability form and volunteer eligibility tracking system.