

Isabella Lin

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EDUCATION

San Jose State University, San Jose, CA

B.S., **Business Administration** | Concentration in **Management Information Systems**

May 2026

Related Coursework: Networking & Data Communications, Micro- & Macro- Economics, Financial & Managerial Accounting, Entrepreneurship Lab

TECHNICAL SKILLS

Technical: MS Word, MS Excel, MS PowerPoint, Python, Shopify, Canva

WORK EXPERIENCE

Business Operations Analyst Intern | *Lam Research*

May 2024- August 2024

- Identified and evaluated discrepancies in the forecasting data of the operations department, providing detailed feedback to improve accuracy and efficiency in future forecasting processes
- Collaborated in a team to develop a comprehensive process outline for the department's Annual Operating Plan (AOP), Quarterly Operating Plans (QOP), and capital processes, ensuring understanding of procedures across departments

Founder | *Fizzy Soaps*

August 2018 – June 2024

- Developed and executed a successful business strategy using short-form video content and persuasive messaging, which attracted 5,000 customers and generated \$100K in revenue
- Analyzed customer demographic data to shape targeted messaging for new soap and body care products, leading to the sale of over 7,000 units
- Provided personalized customer support to over 200 buyers via email, social media direct messages, and website chat, achieving a 99% customer satisfaction rate

Social Media Marketing Intern | *Radivision*

February 2024 - May 2024

- Assisted in the planning of a weekly social media schedule catering to the entrepreneurial persons market for the purposes of attracting new website users, and spreading brand awareness
- Pioneered a TikTok page with 20 unique video ideas outlined for companys' social media growth

EXPERIENCE

Vice President of Marketing | *San Jose State Panhellenic Council*

December 2023 - December 2024

- Implementing targeted paid advertisements by utilizing data from member hometown surveys, focusing on regions with a strong history of successful recruitment
- Fielding and implementing constructive feedback from 6 chapters (over 300 members), resulting in improved member satisfaction
- Managing the design, production, and communication process for manufacturing 500 t-shirts with 9 unique designs, including price negotiation with vendors

PROJECTS

Invited Presenter | *Square (Block Inc.)*

May 2023

Invited as a guest speaker to Squarespace's "From Passion to Profit: How Creators are Winning" panel for their 300+ employee Global Marketing Team, sharing personal experiences on building a social media-driven business and emphasizing brand trust, viral content, and creator-brand partnerships

ACTIVITIES

Member, *Pebble Beach Hospitality Special Event Management Team*

November 2024 - Present

Member, *Association of Latino Professionals For America*

September 2024 - Present

Member, *Order of Omega*

December 2023 - Present

Honor society awarded to those in the top 5% gpa of all greek life

Member, *Alpha Phi Fraternity*

September 2022 - Present