

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: Micro- & Macro- Economics, Financial Accounting, Managerial Accounting, Entrepreneurship Lab, System Analysis and Design, Intro to Programming, Database Management

TECHNICAL SKILLS

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

WORK EXPERIENCE

Ernst & Young | *Foundry Strategy Intern*

June 2025 - August 2025

- Conducted a comprehensive market scan of the technology landscape within a sector of the financial management industry by rapidly building subject-matter expertise through independent research; identified key competitors and evaluated their market positioning
- Synthesized findings into a well-organized spreadsheet presented to senior management and delivered strategic recommendations on market attractiveness, potential entry, and business fit, leveraging critical thinking and analysis to assess financial, operational, and competitive factors

Lam Research | *Business Operations Analyst Intern*

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

Fizzy Soaps | *Founder*

August 2018 - June 2024

- Analyzed customer demographic data to support the development of products resulting in the sale of over 10,000 units
- Delivered outstanding customer service to hundreds of clients, achieving a 99% satisfaction rate by effectively addressing inquiries and resolving issues in a timely and friendly manner
- Established a social media marketing channel using short form video content attracting 5000 customers and generating \$100k in revenue

Radivision | *Social Media Marketing Intern*

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 company's social media growth

EXPERIENCE

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

December 2023 - December 2024

- Implemented targeted paid advertisements by utilizing data from member hometown surveys, focusing on regions with a strong history of successful recruitment
- Produced and scheduled consistent content across 2 social platforms, enhancing recruitment and visibility for 6 sorority chapters
- Managed the design, production, and communication process for manufacturing 500 t-shirts with 9 unique designs, including price negotiation with vendors

PROJECTS

Square (Block Inc.) | *Invited Presenter*

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, Order of Omega

December 2023 - Present

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

Member, Alpha Phi Sorority

September 2022 - Present