

# 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,, Database Management

## TECHNICAL SKILLS

MS Excel, MS PowerPoint, Python, Shopify, Canva

## WORK EXPERIENCE

**Ernst & Young - Foundry Strategy Intern** | *New York City, NY*

**June 2025 - August 2025**

- Conducted a market scan of a financial management technology landscape; identified competitors, analyzed market positioning, and assessed growth opportunities
- Delivered strategic recommendations on market entry, operational efficiency, and business fit, influencing senior leadership decisions

**Lam Research - Business Operations Analyst Intern** | *Livermore, CA*

**May 2024 - August 2024**

- Evaluated discrepancies within operations data providing detailed feedback to improve 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** | *San Ramon, CA*

**August 2018 - June 2024**

- Built and scaled a direct-to-consumer e-commerce business, selling 10,000+ units and generating \$100K in revenue.
- Designed and executed go-to-market strategies using demographic and customer insights to optimize product mix and campaigns
- Developed and managed digital marketing campaigns (TikTok, Instagram), attracting 5,000+ customers and achieving 99% customer satisfaction
- Oversaw supply chain, vendor relationships, and financial planning, applying full-cycle project management to sustain growth

**Radivision - Social Media Marketing Intern** | *Remote*

**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** | *San Jose, CA*

**December 2023 - December 2024**

- Directed marketing strategy across 6 sorority chapters, driving recruitment engagement through targeted digital campaigns
- Designed and implemented paid ads leveraging member hometown survey data, improving recruitment conversion rates across key regions
- Negotiated with vendors and managed the production of 500+ branded apparel items, ensuring cost efficiency and quality standards

## ACHIEVEMENTS

**Square (Block Inc.) - Invited Presenter**

**May 2023**

Guest speaker on creator-brand partnerships and viral content strategy for 300+ employees at Square's "From Passion to Profit" panel

**Order of Omega Honor Society - Member**

**December 2023 - Present**

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