

# JAKE SHIMADA

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## EDUCATION

### San Jose State University | Business Management Information Systems

- Relevant Courses: Business Leadership Innovation, Business Law and Ethics, Financial Accounting, Business Calculus, Python, Excel
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## WORK EXPERIENCE

### Epsilon Plus Aerodynamics Operations Manager

Fremont | September - 2024

- Design logistics layout and SOP's for optimal distribution increasing efficiency of products leaving the warehouse by 15%
- Led the management of our Shopify platform, overseeing all aspects of online sales, order processing, and customer satisfaction.
- Co-develop new car chassis platforms and utilizing existing aerodynamic racing wing elements expanding new customer markets.

### Dragon Auto Assistant Manager and Organic Social Media Manage.

Milpitas | January- August 2024

- Provide business strategies to move from \$26,000 to \$134,000 earnings with new marketing and advertising strategies.
- Create car group/sponsorship promotions bringing in a tailored client-tell, boosting overall targeted sports car sales by 350%.
- Assist in bringing in business through networking then utilizing those key figures in the car community to increase customer base.
- Help assist customers providing quality customer service by explaining the process and job, showing results of their automobile.

### SJSU New Student and Family Program Summer Orientation Leader

San Jose | December – June 2024

- Facilitate and lead new students and family orientation groups to introduce and tour the SJSU campus within campus life.
- Equip over 3000 freshman and transfer students with campus resources to further experience and growth at their time in SJSU.
- Lead freshman students in an overnight orientation session where they learn about the campus life and experiences on campus.
- Present personal experience and insight as a SJSU Student and guide new students to find opportunities as a new college student

### Kamaka Ukulele (Team Kamaka) Artists Relations

Remote/Honolulu | 2019-Present

- Work on creating music store dealer relations at NAMM (National American Music Merchants) trade show.
- Creates YouTube, Instagram and Facebook social media content for Team Kamaka as an endorsed Ukulele Artist.
- Support with three different iterations of Ukulele Product for product improvement and provide constructive feedback.
- Promote Kamaka Ukulele in forms of social media and create content that demonstrates the sound of their Ukulele's.

### VP of Leadership Development for Residence Hall Association at San Jose State University |September 2023-Present

- Created and host 33 weekly events for housing students that focus on finding leadership opportunities on campus.
- Effectively marketed leadership events to housing students increasing our attendance rate by 179% over 1 year.
- Collaborated with a team to build communities for over 6000 housing students with educational programs and events.

### VP of Administration and Finance for the Residence Hall Association at San Jose State University |January – May 2024

- Review & approve all transactions for events and RHA funding in partner with a set administrated budget and financial approval.
  - Managed a six-figure budget to spend throughout a yearly basis through various events catered for housing students on campus.
  - Collaborate in a team to help facilitate money requests with adequate documentation to then get approved by housing administration.
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## LEADERSHIP EXPERIENCE

### SJSU Spartans Automotive Enthusiast Club Vice President (Summer 2024-Present)

- Produce social media content advertisement for SJSU's Car Enthusiast club on campus to promote membership and events.
- Provide outreach to students and focus on membership involvement. Work with local businesses to create successful events.
- Oversee membership communication & messaging within clubs' social media. Compile and post content on social media platforms.

### Never Again is Now Japanese American Internment Camp Mural Project Committee Member (Summer 2023- Present)

- Create relationships with the Japanese American Citizens League and Japan town community members for a mural at SJSU.
  - Attain muralists & artists in conjunction with the Japanese American community to create a Japanese Incarceration Mural for SJSU.
  - Assembled and researched documents in SJSU's archive to study and research documented history and write informational articles.
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## SKILLS

Python, Excel, Microsoft Suite, Adobe suite, Apple suite, Adobe Lightroom, Canva, Final Cut Pro, Logic Pro X, AutoCAD, Fusion360



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## WORK EXPERIENCE

### Dragon Auto (Product Manager [Icon Rockclear] and Partnership Manager) Milpitas | January-August 2024

- Provide business strategies to move from \$26,000 to \$100,000 earnings with new marketing and advertising strategies.
- Create car group/sponsorship promotions bringing in a tailored client-tell, boosting overall targeted sports car sales by 10%.
- Assist in bringing in business through networking and utilizing key figures in the car community to increase our customer base.
- Help assist customers providing quality customer service by explaining the process and job, showing results of their automobile.

### SJSU New Student and Family Program Summer Orientation Leader San Jose | December – June 2024

- Facilitate and lead new students and family orientation groups to introduce and tour the SJSU campus within campus life.
- Equip over 3000 freshman and transfer students with campus resources to further experience and growth at their time in SJSU.
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### Never Again is Now Japanese American Internment Camp Mural Project Committee Member (Summer 2023- Present)

- Create relationships with the Japanese American Citizens League and Japantown community members for a mural at SJSU.
- Attain muralists & artists in conjunction with the Japanese American community to create a Japanese Incarceration Mural for SJSU.
- Assembled and researched documents in SJSU's archive to study and research documented history and write informational articles.

### Boy Scouts of America (Eagle Scout Rank)

- Earned Eagle Scout Rank, NYLT (National Youth Leadership Training) Graduate, Order of the Arrow, 3 Eagle Palms.
  - Yu Ai Kai senior center volunteer: 103 volunteer hours for Yu Ai Kai Senior Center, Wesley UMC food bank volunteer.
  - Eagle Project: built planter boxes for Yu Ai Kai Senior center, fundraised over \$2,000 organizing an ukulele benefit concert.
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## SKILLS

Python, Excel, Microsoft Suite, Adobe suite, Apple suite, Adobe Lightroom, Canva, Final Cut Pro, Logic Pro X, AutoCAD, Fusion360