

Weili Lin

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EDUCATION

University of Illinois Urbana-Champaign

Expected: Dec 2024

Gies College of Business (Major: Accounting)

PROFESSIONAL EXPERIENCE

Teamoji Ventures LLC

Champaign, IL

Co-founder and Financial Manager

Mar 2023-Present

- Spearhead the innovative "Teamoji" concept, achieving an aggressive expansion into five stores within a half-year. Demonstrate exceptional brand development skills, identifying market opportunities, and executing targeted strategies to rapidly increase brand visibility and consumer engagement.
- Manage all financial operations amidst significant brand growth. Implement and monitor fiscal systems and processes that ensure financial integrity, operational efficiency, and regulatory compliance. Guide the financial strategy to support the expanding operations, optimizing budget allocation and cash flow management.
- Negotiate and finalize investment agreements with angel investors, significantly expanding the shareholder base. This strategic move resulted in securing \$200,000 in funding, which was instrumental in increasing inventory levels to meet rising demand and in recruiting new partners to broaden market reach and operational capabilities, thereby driving business expansion.

Chowbus, Inc.

Champaign, IL

Operation Specialist

Nov 2021-Jan 2024

- Identified operational weaknesses and helped improve new processes to increase 35% GMV in the Illinois area, which maintains the highest growth among Chowbus service cities.
- Cooperated with senior management teams to prioritize and price software improvements to our POS technology, appreciated by several restaurant owners.
- Communicated with the product and engineering team to test and roll out new features to our POS, such as delivery platform integration, Kiosk launch, and loyalty program. Played a pivotal role in the development and rollout of a CRM solution based on continuous feedback from POS users, which significantly contributed to helping restaurant owners achieve a 120% increase in customer base.

LEADERSHIP & INVOLVEMENT

UIUC Chinese Students and Scholars Association (CSSA)

Champaign, IL

Event Director

Aug 2021-Present

- Select as one of 19 top-performing event organizers from 98 candidates, recognize for outstanding leadership potential and innovative event management strategies, entrusted with leading key organizational events.
- Orchestrate an engaging marketing campaign for the Mid-Autumn Festival, boosting attendance by 20% through targeted social media ads and collaborative community outreach.
- Foster strategic alliances with five major corporate sponsors, securing over \$5,000 in funding which directly enhanced event quality and scope, while refining key negotiation tactics for optimal partnership terms.

SKILLS & LANGUAGES

Skills: Proficient in MS Office/Excel/Access | QuickBooks | Python | Adobe | Salesforce | Asana | Tableau

Languages: Proficient in Chinese