CHRISTINA JIN

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EDUCATION

Carnegie Mellon University, Tepper School of Business   Class of 2019

Major: Bachelor of Science in Business Administration, Concentration: Business Technology & Analytics | GPA: 3.6
Second Major: Human-Computer Interaction | GPA: 4.0

PROFESSIONAL EXPERIENCE

IBM - Performance and Programmatic Marketing Intern   NY | May 2018 - Aug. 2018
· Produced a Minimal Viable Product (MVP) on Tableau for IBM's internal marketing analytical tool
· Identified vital user goals and frustrations through 22 user research interviews and agile prototyping
· Delivered a user-centered and feasible MVP while considering logical design, storage, and data integrity parameters
· Presented findings and proposed solution in a concise, logical and visual manner to a panel of C-suite executives

Flont - SEO and Digital Marketing Intern   NY | June 2017 - Jan. 2018
· Worked directly with the development team to optimize SEO by revamping metadata, copy, alt tags, keywords, etc.
· Improved user experience through agile design and content modifications for Flont's desktop and mobile UI
· Strategized and built ad copy and creatives for social campaigns focused on brand awareness
· Designed brand product catalog to improve inventory management and client engagement

Development Solutions Organization (DSO) - Consultant   PA | Oct. 2017 - Present
· Delivered customized solutions for the Banyan, a mental health non-profit in India, to increase website engagement
and long-term donation levels by conducting detailed market analysis and evaluating website designs
· Organized a competition at Carnegie Mellon University for POISE, public charitable foundation, to engage students'
creativity and problem-solving abilities to build action plans to reach individual donors in their target age group

PROJECTS

NetScale - UX Designer   NY | Oct. 2017 - Present
· Conducted user research, competitive analysis, and prototype testing
· Designed an interactive and mobile responsive prototype that encompassed identified users needs
· Worked directly with CEO to spearhead new product features that would increase conversions

Accenture US Innovation Challenge Case Competition - 1st Place at Carnegie Mellon Univerity   PA | 2017
· Identified Habitats for Humanity's goals and pain points and conducted market and consumer research
· Proposed a client focused and feasible digital solution to increase engagement, specifically with millennial volunteers
· Presented discoveries and resulting strategy to a panel of Accenture executives

LEADERSHIP

Undergraduate Marketing Association - Vice President of Consulting   PA | Sept. 2017 - May 2018
· Delivered tailored recommendations to improve SEO, stagnant social presence, and mobile user interface
· Engaged with potential clients for project partnership, attracting our client Expii, a local educational start-up
· Recruited and trained a team of 10 amateur consultants to tackle the project in a client-centric and focused manner

SKILLS

Programming: HTML5/CSSs, Python, SQL, Javascript + jQuery, Bootstrap, R
Design Tools: Sketch, InVision, Adobe Suite, Lucid Chart, Balsamic
Digital Tools: Tableau, Magento, Google Adwords + Analytics, MailChimp, Facebook Ad Manager