CHRISTINE LIN

TORONTO, ON

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WORK EXPERIENCE

RedIron Technologies <div style="float:right">Toronto, ON</div>
Oracle Practice Lead <div style="float:right">June 2021 – Present</div>

- Product Management
  - Drove product strategy and development by leading customer interviews, spearheading product rebranding efforts, and conducting market research to refine positioning and pricing, resulting in a successful pilot and rollout to 500+ stores.
  - Boosted lead generation and credibility by designing and launching SEO-optimized case study webpages using Figma and WordPress, showcasing project successes since 2017.
  - Collaborated with external stakeholders and engineering teams to prioritize integration opportunities with Oracle Xstore, mastering both products to set up the Xstore environment for testing and integration within 2 months.

- Partnership Management and Growth
  - Strategized with C-suite leaders to uncover 6 revenue opportunities with Oracle's Xstore, leading prioritization through opportunity mapping and lean frameworks to translate strategy into actionable growth initiatives.
  - Established partnerships with 100+ Oracle stakeholders, uncovering 150+ joint opportunities.
  - Secured a $3MM partnership deal to accelerate product time-to-market, closing the first OCI contract with an 855-store retailer and generating $800K in net new ARR.
  - Created detailed product documentation and training materials, enabling 80+ Oracle sales reps to drive co-selling success.

- Software Project Management
  - Led agile sprint cycles and managed the product roadmap in JIRA for a Progressive Web App, achieving successful production launch.
  - Spearheaded a company-wide KPI initiative, defining 10 key metrics and implementing Smartsheet dashboards to foster a data-driven culture.
  - Executed go-to-market strategies with stakeholders, enhancing brand authority and expanding market reach to over 1,700 retailers.

Appficiency inc. <div style="float:right">Mississauga, ON</div>
Strategic Financial Analyst <div style="float:right">Summer 2020</div>

- Designed a performance report in Excel for 34 employees, pinpointing project inefficiencies, refining effort forecasting, and optimizing staffing across 20 projects.
- Evaluated a business expansion opportunity as a value-added reseller by researching the Enterprise Software market, assessing 26 potential partnerships, and engaging in discussions with 5 key prospects.
- Prepared investor updates by building three-statement models and conducting comparable company analyses and precedent transactions analyses on 35 companies to provide valuation advice to the executive team.

EDUCATION

Ivey Business School, Western University, London, ON, Canada <div style="float:right">2017 – 2021</div>
Bachelor of Arts, Honors Business Administration

- Developed a gamified medication reminder application, Dose, at SheHacks IV and awarded "Best Green Hack" by TD (2020). Check it out: devpost.com/software/dose-lt7i2o

SKILLS & CERTIFICATIONS

Technical Skills: JavaScript, React, NodeJS, Express.js, PostgreSQL, REST APIs, GitHub, Kubernetes, Figma, WordPress, HubSpot
Product / Project Management: Agile Methodologies, JIRA, Smartsheet, Roadmap Planning, OKRs

Kubernetes for the Absolute Beginner, *Udemy* (Nov 2024)
The Complete 2024 Web Development Bootcamp, *Udemy* (Sep 2024)
Certified Scrum Product Owner, *Scrum Alliance* (Sep 2024)
The Complete SQL Bootcamp, *Udemy* (Feb 2024)
Agile Project Management Certification, *Google* (Nov 2023)