

Jijun Nie

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Address: 2800 SW 35th Place, apt 1707, Gainesville, FL 32608

EDUCATION

University of Florida, Gainesville, FL

Aug 2024 - Present

- Herbert Wertheim College of Engineering: BSE in Industrial & System Engineering
- Cumulative GPA: 3.94/4.00 | Honors: College of Engineering Dean's List Fall 2024 - Spring 2025
- Coursework: Data Analytics, Computer Graphic Design, Materials, Statics, Calculus 1-3

PROFESSIONAL EXPERIENCE

Web Design & Product Development Specialist, Variantz - Singapore

May 2025 - Oct 2025

- Promoted from intern to Product & Web Manager, overseeing 50+ SKUs and managing 2 company websites
- Boosted web traffic by 400% by implementing email & social media marketing, website SEO, directly supporting the company's transition from B2B to B2C
- Revamped the entire Variantz website (desktop, tablet, and mobile), driving a 30% increase in user satisfaction
- Built the foundation for our pet-focused sub-brand APAWLOGY in website design and content strategy
- Developed an Internship Program portal featuring 100+ interns with detailed role documentation
- Designed marketing assets and updated product descriptions weekly, enhancing brand consistency

Restaurant Cashier and Server, Gou Lou Cheong Chinese BBQ - Miami, FL

Jan 2019 - Jun 2024

- Processed and packed over 500+ customer orders every weekend, maintaining 98% order accuracy and timely service in a high-demand, fast-paced cash-only restaurant environment
- Solely handled over \$10k+ in weekly weekend transaction with precision all by physical calculator.
- Maintained a consistent 4.6/5 Google Review by providing quality service

LEADERSHIP EXPERIENCE

Head Intern Leader, Variantz - Singapore

May 2025 - Aug 2025

- Appointed by the CEO to lead and direct a team of 8 interns, driving execution of product campaigns, digital media, poster design, and in-store display setups for Summer 2025 initiatives.
- Optimized and created product contents and visuals using AI for 50+ SKUs, strengthening brand consistency and customer engagement, boosted conversion rate by 15%
- Revitalized 3 physical product display shelves, elevating on-site presentation and enhancing shopper experience.

VP of Service Committee, UF Chinese Student Association

Aug 2024 - Present

- Elected by executive board to lead 6-member committee focused on preparing events
- Planned and executed 4 large-scale seasonal cultural events, each drawing 300+ attendees
- Organized weekly board game and social events to promote community bonding and student involvement

Intern Leader, Merchandise Committee, UF Society of Asian Scientists and Engineers (SASE)

Aug 2024 - Present

- Selected by board members for a competitive internship program supporting club operations and outreach
- Collaborated with a team of 6 people to design, order and sell by advertising club merchandises.
- Raised over \$1k in funds and boosted club participation by 50+ in monthly general body meeting

HONORS & CERTIFICATES

- Certified SolidWorks CAD Design Associate September 2025
- Google Data Analytics, Coursera certificate October 2025
- Google Project Management: Specialization, Coursera certificate March 2025
- Google Digital Marketing & E-commerce, Coursera certificate May 2025
- Recipient of Herbert Wertheim Engineering Scholarship February 2025
- Recipient of UFIC Summer Study Abroad Scholarship February 2025

SKILLS AND INTERESTS

Languages: Fluent in English, Mandarin, and Cantonese

Programming & Data Skills: Proficient in JavaScript & Python; Familiar with SQL, Matlab & R

Technical Skills: Master in Google Workspace, Microsoft Office Suite, SolidWorks, Canva & Meitu; Skilled in photo & video editing/production, AI-assisted content & visuals creation

Marketing Skills: SEO & SEM, UX/UI Design, Google Analytics, Content Optimization, Project Management

Interests: Photography · Singing · Guitar · Badminton · Basketball · Competitive Gaming