Melissa Halim

Pittsburg, CA|(510)-789-5195|melissahalim14@gmail.com|www.linkedin.com/in/melissa-halim-1oi14/

Education

Hult International Business School	09/2024 - 08/2025
Master of Science, International Business	San Francisco, CA

- Coursework: Accounting for Managers, Design Thinking for Innovation, Business Insights Through Data, AI and Future of Work, Analyzing Business Process, Supply Chain Analytics, Data Visualization, Digital Marketing Strategy & Execution, Financial Management & Decision Making, Project Planning & Execution, Teamwork & Collaboration.

Skills

- **Programming and Data:** Python, SQL, NoSQL, MongoDB.
- **Office Tools:** Microsoft Excel, Word, PowerPoint, Canva.

Work Experience

Apple	07/2024 - 01/2025
Product Specialist	

- Advised and educated over 30+ customers daily on Apple products and services, achieving a 98% customer satisfaction score through personalized consultation and technical expertise.
- Surpassed weekly sales targets by 15-20% by identifying customer needs and delivering compelling product demos that drove upsell and cross-sell opportunities.
- Earned 20+ consecutive 5-star customer reviews and recognized by leadership for consistently delivering premium customer experiences in a high-volume retail environment.

Selective Projects

Bay Wheels Bike Rental Analysis	05/2025
Data Analytics| Python/ Pandas/ Matplotlib	

- Analyzed over 1,000 ride records to identify patterns in rider behavior by day, duration, and membership type.
- Generated 3 actionable insights supported by APA-cited research to inform strategies for boosting weekday ridership and targeting tourist demographics.
- Presented findings with clear visualizations and markdown summaries using Jupyter Notebook, demonstrating both technical skill and business relevance.

Green Threads- Sustainable Fashion Brand Launch	03/ 2025
Business Strategy & Project Management| Smartsheet, Miro, Canva	

- Spearheaded the launch plan for a Gen Z-focused sustainable fashion brand, with projected revenue of $25K+ in year one.
- Designed and managed a complete project timeline using WBS and Gantt charts in Smartsheet, ensuring on-time delivery of all milestones.
- Conducted market and competitor research on 15+ eco-fashion brands to define pricing, brand identity, and go-to-market strategy; project ranked in the top 10% for innovation and execution.