# TIFFANY LIN

TIFFANYLIN757@GMAIL.COM | (917) 855-1025 | LINKEDIN.COM/IN/TIFFANYLINTX | GITHUB.COM/TIFFARONI

## EDUCATION

**McCombs School of Business - The University of Texas at Austin**          **Graduation**: December 2024
*Bachelor of Business Administration, Management Information Systems;*          **GPA**: 3.70
*Minor: Chinese; Certificate: Elements of Computing*

**Relevant Coursework:** Financial Accounting, Database Management, Software Design and Programming, Data Visualization, Business Communication, Data Science for Business Applications, Organizational Behavior, Mobile Computing (Swift), Web Application Development (C#), Business Finance, Principles of Marketing, Business Law and Ethics

## EXPERIENCE

**Walmart Global Tech** – *Systems Engineering Intern*; Bentonville, AR          May 2023 - August 2023
- Orchestrated dynamic email rendering API development, consolidating 28 disparate email templates into a single, adaptable format, reducing maintenance time by 50% and increasing efficiency by 60%
- Leveraged industry-leading tools, languages, and frameworks, including HTML, CSS, JavaScript, Node.js, Nodemailer, Postman, and GitHub to enhance API functionality and facilitate robust testing and collaboration among 3 department teams
- Collaborated with 9 cross-functional teams and 30 stakeholders, employing Agile methodologies to eliminate redundancies, improve clarity, and establish standardized practices across departments
- Spearheaded application ownership standardization, removing 2 redundant applications and initiating ownership of 4 accessibility applications, reducing expenditures by 10%
- Delivered weekly presentations to engage with more than 30 directors and team members in the Associate Digital Experience department, resulting in a 20% increase in the implementation of user-centric design principles

**Contentstack** – *Business Development Intern*; Austin, TX          May 2022 – August 2022
- Utilized Salesforce, LinkedIn Sales Navigator, and ZoomInfo to generate 500+ qualified leads, contributing to a 3% increase in the overall conversion rate, using an omni-channel communication approach
- Refined marketing strategies, brand positioning and promotion, and unique value proposition, leading to a significant 15% increase in customer engagement

**Freelance** – *Executive Virtual Assistant;* Remote          February 2021 – August 2021
- Improved website user experience through explanatory text and instructions for business services and products, authoring over 15 process articles
- Developed efficient email templates using marketing tools (ActiveCampaign and Mailchimp) to streamline marketing campaigns

## ACADEMIC PROJECTS

**KenMo Connection** – *Client: University of Central Missouri and Digloso*
- Pioneered global collaboration with 60 students in rural Kenya, leveraging video conferencing and messaging platforms to create innovative telehealth solutions, addressing critical healthcare needs in underserved communities
- Moderated and fostered strong connections between key stakeholders, facilitating information exchange and project alignment

**Apartment Complex Analysis** – *Client: City of Lee's Summit*
- Developed an innovative recommendation, using MS Excel to synthesize findings based on a large dataset, driving cost-effective decisions and strategies that impacted the city's infrastructure planning and budget allocations for four new buildings
- Designed and implemented a scheduling system over six months to efficiently gather data from 13 committees and 12 directors

## LEADERSHIP EXPERIENCE AND ACTIVITIES

**Tzu Chi Collegiate Association**          Fall 2021 - Present
*Program Manager (Fall 2023 - Present)*
- Design, implement, and manage a comprehensive Junior Officer Leadership Program, including recruitment, onboarding, and ongoing development, resulting in a current 100% increase in organization participation and membership
*Special Events Director (Fall 2022 - Spring 2023)*
- Organized a fundraiser with over 300 transactions to raise over $450 through the university community for world disaster relief
- Led a team of 18 officers to spearhead a campus-wide event with over 500 attendees through sponsorship, public relations, and on-sight food distribution efforts

## ADDITIONAL INFORMATION

**Skills:** Canva, Google Suite, Python, R, Oracle SQL, JavaScript, Swift, Microsoft 365, HTML, CSS, JSON, XML, Object-Oriented Programming, Information Technology, Product Management, XCode, Azure, Tableau, Power BI
**Certifications:** MS Office Specialist Excel Expert (2016), MS Office Specialist PowerPoint (2016), MS Office Specialist Word (2016), Fundamentals of Project Management, Toastmasters Public Speaking - Level 1, HubSpot Academy Inbound Marketing
**Interests**: Food, Piano, Corgi, Non-Profit Volunteering, Traveling, Digital Scrapbooking, Music Festivals, Sustainability