

Jenny Lin

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EDUCATION

Fordham University, Gabelli School of Business

Bachelor of Science, Finance, Minor: Economics

GPA: 3.6/4.0

Relevant Courses: Financial & Managerial Accounting, Financial Management, Information Systems I-II, Statistics I-II

Bronx, NY

Expected Grad: May 2028

PROFESSIONAL EXPERIENCE

AperioHub

Business Analyst Intern

Remote

April 2026- June 2026

- Identified 5+ market opportunities and competitive trends for upGrad by conducting industry research, customer analysis, and competitors reports, resulting in strategic recommendations that informed product and business growth initiatives.
- Evaluated upGrad's financial performance and competitive landscape through 10+ industry sources, providing recommendations for growth initiatives.

Project Destined

Private Equity Intern

New York, NY

Oct. 2025-Nov.2025

- Researched 10+ industrial trends and market sizes, tracking KPIs in Excel to evaluate capital profitability and cash flow
- Built Excel-based valuation models to assess profitability, cash flow sustainability, and investment attractiveness, incorporating financial metrics and scenario analysis to enhance efficiency and support project and market- driven decisions

Chinese American Planning Council

Data Analytics Intern

Brooklyn, NY

Jan. 2023- Sept. 2025

- Analyzed engagement data (pivot tables, trends) to optimize outreach, increasing community engagement by 70%
- Coordinated 5+ cross-functional initiatives across departments to streamline workflows and align stakeholders, improving project completion rates by 25% through effective team communication and execution in our presentations

PROJECTS

American Airlines Project

Business Strategy Analyst

New York, NY

Jan. 2026- May 2026

- Analyzed competitive benchmarking data across airlines (Delta, JetBlue) to identify gaps in customer communication strategies, informing recommendations to improve engagement and retention
- Presented data-driven insights to an audience of 30+ peers, translating analysis into clear and persuasive recommendations

SOLES – L'Oréal Brandstorm Competition

Marketing Analyst

Remote

Jan. 2026- Mar. 2026

- Collaborated with a team of 3 students to develop a go-to-market strategy, define product positioning, and deliver data-driven recommendations through market and present data-driven recommendations to support product launch and growth objectives.
- Delivered professional slide-decks by translating complex data into clear, actionable insights, simulating client-facing pitch environments and improving clarity and persuasiveness of stakeholder communication

Integrated Consulting Challenge- Semi Finalist

Financial Researcher

New York, NY

Aug. 2025- Dec. 2025

- Produced a 30+-pages financial and market analysis report on Skechers by evaluating recent 5 years of annual reports, industry trends, and competitive performance, resulting in the identification of key growth drivers and investment risks
- Delivered a 12-minute, insight-driven pitch to professionals, translating financial data into clear investment narratives & improving audience understanding and engagement by presenting data in a clear, structured, and compelling format

LEADERSHIP AND EXTRACURRICULARS

Women in Finance and Economics

Social Media Manager

New York, NY

Aug. 2025- Present

- Created 30+ branded posts and campaigns on social media with a 3-member team increasing membership by 30%.
- Analyzed engagement metrics across 30+ campaigns and newsletters, leveraging performance data to optimize content strategy, strengthen story-branding, and increase engagement by 20%.

Media Agency Club

Vice President

New York, NY

Sept. 2024 – Feb. 2025

- Managed \$3000+ budget and tracked spending performance, optimizing allocation based on campaign effectiveness
- Supported marketing and recruitment initiatives using Excel and dashboard to increase participation by 25%

ADDITIONAL INFORMATION

Technical Skills: Tableau, SQL, Microsoft Office [Excel, Word, PowerPoint], Canva, Adobe

Certifications: Bloomberg Marketing Concepts (BMC), Envestnet, Goldman Sachs Virtual Insights Program, LVMH Supply Chain

Language: English, Mandarin (Professional Working)

Interests: Social Media Marketing, Journaling, Running, Puzzles (Word Hunt, Wordle, Trivia)