

Richie Lin

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EDUCATION

Binghamton University

Expected May 2028

Bachelor of Arts in Economics, Minor in Accounting

GPA 3.3/4.0

Honors: Dean's List (2024–2025), Coach Dream It Real Scholarship Recipient

Relevant Coursework: Data Analytics for Business, Statistics, Python, SQL, Microeconomics, Global Entrepreneurship

RELEVANT EXPERIENCE

New Yorkers United for Child Care

New York, NY

Digital Organizing Intern

Jun 2026 – Aug 2026

- Evaluated regional expansion using Excel analysis of 2,857 stakeholder records and child care research, recommending Albany-Schenectady-Troy and Utica-Rome for a two-market pilot.
- Audited 74 Instagram posts, 48 email sends, and CRM activity to define audience segments and a three-email onboarding plan with KPIs for clicks, petition signatures, and event registrations.
- Designed four paid-social concepts and a mobile sign-up prototype with localized messaging and consent fields.
- Refined expansion slides and a presentation script after staff feedback to clarify recommendations and next steps.

Breaking Games (Extern Program)

Remote

SQL & Database Architecture Extern

Jul 2026 – Aug 2026

- Structured reusable SQLite tables for 99 products and validated SQL joins to support revenue and inventory analysis.
- Identified \$12.9K (34.7%) of \$37.2K in Meta ad spend without recorded campaign results and recommended tracked experiments to inform future budget allocation.
- Developed a five-KPI HTML/Chart.js dashboard and authored a Holiday Game Plan translating product and channel findings into inventory and marketing recommendations.

Romin

Remote

Product Marketing & Strategy Lead (Part-time)

Sep 2024 – Jan 2026

- Increased catalog sales conversion by 15% in the first month after rewriting desk-product copy around customer benefits identified through competitor research.
- Conducted weekly A/B tests across 50+ ad variations, analyzing engagement in Excel to select creative for email, landing pages, and Instagram Stories.
- Partnered with developers to prioritize customer feedback on the roadmap and support product updates within weeks.

Poké Inn

New York, NY

Business Operations Intern

Jun 2024 – Aug 2024

- Redesigned product bundles using Excel sales analysis, increasing featured-combo selection rate by 30%.

PROJECTS & CAMPUS INVOLVEMENT

Customer Segmentation & BI | Independent Project

Sep 2026

- Segmented 440 UCI wholesale-customer records into two purchasing-mix groups with Python and pandas, comparing five K-means configurations based on category-spending shares.
- Reconciled customer- and category-level totals in SQLite to validate report accuracy and check for double-counting.
- Visualized spending concentration in a filterable Plotly dashboard: the highest-spending 88 customers (20%) account for 42.9% of recorded annual spend, informing proposed marketing tests by segment.

Market Intelligence Automation | Wayfair/Extern Project

Jul 2026 – Aug 2026

- Automated competitor monitoring and Google Sheets updates using n8n and Gemini agents. Summarized design trends in rug-market reports, moodboards, and a Google Slides presentation.

Binghamton University Marketing Association | Peer Education

Sep 2025 – Present

- Explain marketing concepts in plain language, using learning materials to support fellow club members.

SKILLS

Analytics: Microsoft Excel, SQL (SQLite), Python (pandas, scikit-learn), data validation

BI & Reporting: Tableau, Power BI, Plotly, Google Sheets, Microsoft PowerPoint, KPI reporting, data visualization

Marketing & Product: Market research, A/B testing, segmentation, product positioning, product roadmapping

AI & Automation: n8n, Gemini, ChatGPT, AI agents, workflow automation, prompt engineering

Languages: English (Native), Mandarin Chinese (Proficient)