

Charlotte Lin

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EDUCATION

Columbia University – New York, NY Sep 2023 – Dec 2023

Master of Science in Applied Analytics

- **Courses:** Analytics Frameworks & Methods, Data Visualization, Research Design, Database Management
- **Activities:** Director of Marketing at Columbia Consulting Association

Fashion Institute of Technology, State University of New York – New York, NY Jan 2019 - May 2022

Bachelor of Science in Fashion Business Management, Minors in International Trade and Marketing

TECHNICAL SKILLS

Programming: C#, Python, JavaScript, HTML/CSS, R

Framework & Tools: Node.js, Vue.js, Git, Linux, Azure, Postman, VS Code,

Database & Analytics: SQL, Tableau, Power BI, Advanced Excel (VLOOKUP, Pivot Table)

PROFESSIONAL EXPERIENCE

PX Mart – *Software Development Engineer* | Taipei, TW Feb 2024 – Present

- Engaged in the development and implementation of a Warehouse Management System using **C# and MSSQL**, resulting in a 15% improvement in system performance by optimizing database interactions and streamlining logistics process
- Designed and delivered dashboards using **Figma**, alongside developing front-end components for web-based tools, facilitating data-driven decision-making through real-time insights
- Integrated **RESTful APIs** to enhance system functionality and user interactivity, enabling seamless data sharing across the supply chain
- Collaborated effectively with DevOps teams to optimize deployment pipelines and ensure system stability, achieving a 99.9% uptime by resolving production issues efficiently

Giorgio Armani – *Planning Analyst, Corporate Planning* | New York, NY May 2022 – June 2023

- Analyzed and monitored sales and inventory data across three countries (US, Canada, Brazil) at regional and individual store levels, creating analytical solutions to drive business by 10%
- Performed statistical analysis using historical data and current trends to recommend sales or pricing strategies for surpassing monthly commercial sales targets
- Developed business opportunities in Full Price and Outlet divisions with Retail Planners and assisted in product open-to-buy (OTB) needs and bottoms-up forecasts for both spring and fall seasons
- Maintained effective communication across multiple departments, including Buying, Finance, Ecommerce, and Retail Operations, ensuring seamless collaboration and data-driven decision-making processes

Tibi – *Sales Intern* | New York, NY Aug 2021 - May 2022

- Generated weekly sales analysis reports for 20+ retail partners to drive a 5% increase in revenue by identifying sales patterns and providing actionable insights and KPIs
- Performed comprehensive market analysis and participated in 20+ appointments during market week, gaining insights into client preferences and market trends
- Tracked company's merchandises on client's ecommerce sites, offering strategic feedback and styling to optimize product visibility and sales
- Conducted in-depth analysis of NYC customer demographics and preference and developed customer segmentation strategies to increase satisfaction

PROJECTS

Advanced Predictive Modeling – *Used Car Price Prediction Project*

- Conducted **Exploratory Data Analysis (EDA)** on a dataset of 40,000 cars and visualized trend with **ggplot2** to identify significant features affecting car prices and potential data anomalies
- Performed correlation analysis, subset & stepwise regression to achieve high accuracy in price prediction by building and training an **XGBoost** predictive model in **R**

ADDITIONAL INFORMATION

Languages: Mandarin (Native), Spanish (Basic), Japanese (Basic)