

Jayden Lin

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EDUCATION

University of California, Irvine - Paul Merage School of Business

GPA: 4.0

B.A. in Business Administration

Grad. Date: June 2029

EXPERIENCE

E-Commerce Dropshipping Businesses

Windham, NH (Remote)

Owner/Operator

Jun. 2025 – Sept. 2025

- Launched and managed 3+ e-commerce stores entering a vast and highly competitive market of products while managing 15+ social media marketing campaigns advertising handpicked and researched products.
- Researched trending products and consumer behavior allocating 75+ hours of product research; mastered Shopify web design creating 3+ websites, and researched high-converting short-form ad content.
- Generated \$700 in net profit with a 10% click through rate, successfully utilizing effective content strategies and driving sales through data-informed marketing decisions.

JinoCuts (Barber Business)

Westford, MA

Founder/Barber

Jan. 2024 – Present

- Fulfilled a gap in affordable and convenient haircut services for students and local residents, founding a barber business serving the high school community.
- Managed all aspect of business including end-to-end operations organizing 70+ appointments, 25+ personalized haircut selection consultations, and marketing via social media (Instagram & TikTok)
- Expanded client base to 15+ regular customers within nine months, achieving a 75% customer retention rate, and generating \$900+ in profit.

Social Media Marketing Agency

Westford, MA (Remote)

Tunnel Vision Media — Founder/Operator

Dec. 2022 – Jan. 2024

- Founded and scaled a social media marketing business serving 5 small business clients, developing client's low online engagement and inconsistent content strategies across platforms like Instagram and Facebook
- Created and showcased 50+ pieces of content per month, managed daily posting schedules, and analyzed performance metrics (CTR, CPA, and impressions) to optimize 15+ campaigns.
- Increased client follower counts by 400+ per account within 90 days, maintained a click through rate of 8%-11%, generated 40K–80K+ monthly impressions, and gaining \$3k+ in revenue.

Sushi Time/Fuchi

Plaistow, NH

Host/Waiter

Aug. 2021 – Sept. 2025

- Reserved 1,100+ hours delivering catered customer service to 150k+ customers through handling high-volume phone/in-person orders while managing coordinated seating, waitlists, and party reservations.
- Accurately processed \$650k+ worth of order transactions upselling 80+ different sushi rolls, and 120+ asian cuisine items while communicating dietary needs, modifications, and timing requests.
- Enhanced customer satisfaction scores by 10% over 12 months, contributed to a 15% increase in repeat customers, and earned recognition as “Employee of the Month” twice for efficiency and exceptional service.

EXTRACURRICULARS

DECA

Boston, MA

Contestant

Nov. 2023 – Jan. 2025

- Participated in a career and technical orientated student organization focused on marketing by assessing real-world application through competition, case studies, event exam, and professional development.
- Devoted 25+ hours understanding 100+ business/marketing vocabulary and engaged in 30+ mock competition scenarios in preparation to create a 10+ slide presentation meeting hyper-specific criteria within 30 mins.
- Competed in 2 regional competitions, and 1 state competition earning an award for Best Exam Score in Business Service Marketing.

TECHNICAL SKILLS

Languages: Mandarin (Beginner Proficiency)

Skills: Meta Ad Configuration, Shopify Web Design, Product Research, Clipper/Trimmer Usage and Care

Interests: Entrepreneurship, Marketing, Management, Walking, Basketball, Lifting, Beaches, Outdoor Adventures