

Richie Lin

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EDUCATION

Binghamton University

Harpur College of Arts and Sciences

Bachelor of Arts in Economics, Minor: Accounting

- Honors: Dean's List (2024-2025), Coach Dream It Real Scholarship Recipient
- Relevant Coursework: Data Analytics for Business, Statistics, Global Entrepreneurship, Microeconomics

Binghamton, NY
Expected May 2028
GPA 3.3/4.0

RELEVANT EXPERIENCE

Breaking Games (Extern Program)

SQL & Database Architecture Extern

Remote
Jul 2026 - Aug 2026

- Built SQLite reporting tables covering 99 products and validated SQL joins for revenue and inventory analysis.
- Delivered an HTML and Chart.js dashboard with five KPIs and a Holiday Game Plan to guide inventory and marketing decisions.

New Yorkers United for Child Care

Digital Organizing Intern

New York, NY
Jun 2026 - Aug 2026

- Analyzed 2,857 stakeholder records, 1,039 ZIP-coded contacts and child care research in Excel to assess statewide expansion. Recommended a controlled two-market pilot in Albany-Schenectady-Troy and Utica-Rome.
- Created behavior-based cohorts for follow-up at 48 and 72 hours. Planned three onboarding emails with KPIs for clicks, petition signatures and event registrations.
- Presented findings in a staff proposal and designed four paid-social concepts. Prototyped a localized mobile sign-up form with consent fields and petition metrics.

Wayfair (Extern Program)

AI Agent Extern

Remote
Jun 2026 - Jul 2026

- Built n8n and Gemini agents to monitor rug and design trends across competitor sites, blogs and social posts. Automated Google Sheets updates for weekly reports, moodboards and a Google Slides presentation.
- Analyzed bestseller data by size, color, material and price to identify demand patterns. Combined trend, competitor and AI findings in a live Google Sheets dashboard presented weekly to vendor management.

Romin

Product Marketing & Strategy Lead

Remote
Sep 2024 - Jan 2026

- Worked with developers to prioritize recurring customer feedback on the product roadmap and support product updates within weeks.

Avenue Strategies

Marketing and Sales Intern

New York, NY
May 2025 - Aug 2025

- Increased sign-ups by 20% and raised the retainer rate to 50% by redesigning a tiered customer-acquisition funnel.

Poke Inn

Business Operations Intern

New York, NY
Jun 2024 - Aug 2024

- Raised the featured-combo take rate by 30% by using Excel sales data to create combo bundles and remove low-performing offers.

SELECTED PROJECT

Customer Segmentation & BI | Independent Project

Business Intelligence Project

Binghamton, NY
Sep 2026

- Built a Plotly dashboard with channel and region filters. Identified the 88 highest-spending customers (20% of the sample) who accounted for 42.9% of recorded annual spending, informing proposed marketing tests by segment.

LEADERSHIP & INVOLVEMENT

Binghamton University Marketing Association

Marketing Chair

Binghamton, NY
Dec 2024 - Present

- Led a five-person team from concept through final pitch, setting weekly milestones and using competitor gaps to define the value proposition and prioritize features.
- Won first place among 12 teams for a data-backed launch strategy linking customer needs, positioning and profitability.

The Opportunity Network

Student Fellow

New York, NY
Mar 2022 - Oct 2024

- Completed 30+ workshops and professional development experiences through a multi-year fellowship focused on college and career readiness, mentorship and networking.

SKILLS

Delivery: Project coordination, weekly milestones, team leadership, stakeholder communication, proposals and presentations

Analysis: Microsoft Excel, KPI dashboards, SQL (SQLite), data validation, process improvement proposals

Tools: Google Sheets, PowerPoint, n8n, Gemini, Plotly, Chart.js

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