

Tammy Lin

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EDUCATION

Temple University – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

Graduation: May 2024

Major: Management Information Systems | **Minor:** Digital Marketing | **GPA:** 3.45

Awards: International Transfer Merit Scholarship

Selected Courses: Digital Systems, Web Application Development, Data Analytics

Chung Yuan Christian University, Taoyuan, Taiwan

Bachelor of Business Administration

Graduation: May 2024

Awards: Ministry of Education's International Education Scholarship, International ZONTA Scholarship, Kuan Ying Machinery Co. Ltd. Scholarship, New Deantronics Taiwan. Ltd. Scholarship

Selected Courses: Introduction to Information Technology, Integrative Business Applications, Corporate Finance, Mathematics for Management and Accounting

ACTIVITIES

Member, Association for Information Systems

August 2022 – Present

Member, CYCU 11th International Student Ambassador

March 2021 – Present

PROJECTS

JOLLY TIME, *Market Analysis*

January 2021 – April 2021

- Conducted market analysis to dive further into Product STP and differentiation.
- Focused on strategies like SWOT, 4Ps, competitor analysis and consumer behavior to develop a positioning statement.

EXPERIENCE

CYCU and Taiwan Creative Content Agency, Taiwan, TW

January 2022 – February 2022

Consecutive Interpreter, *International Undergraduate BBA Program*

- Collaborated with the Taiwanese TAICCA government agency to present the launch of the 5G VR Cloud program to share future content applications with the public.
- Provided instant translation during the Technology and Cultural Creativity Speech Session to introduce the latest metaverse applications, several international premieres, and award-winning projects by TAICCA.
- Researched cyberspace and international markets beforehand to deliberately interpret the sharing of the organization's festivals, exhibitions, support programs, and professional courses.

CYCU, Taiwan, TW

September 2021 – July 2022

Teaching Assistant, College of Business

- Assisted teaching 30 students on a course related to passing English Lecture for the Test of English as a Foreign Language (internet-based).
- Coordinated with the professor to create course content through Microsoft Word and PowerPoint.
- Tracked attendance and organized students' feedback and data to enhance the learning process.

SKILLS

Software: Salesforce, JavaScript, HTML, C++, SQL, Microsoft Office Suite, Google Workspace

Languages: Native Proficiency in Mandarin (Traditional Chinese)