

# ERIC JIN

ericjin199@gmail.com · (281) 851-5694 · 2929 Wesleyan St. 1507, Houston, Texas 77027

<https://eric-jin.com>

## EDUCATION

---

<b>The University of Texas at Austin</b>	Bachelor of Business Administration, Management Information Systems Overall GPA: 3.83/4.0	Fall 2021
--	--	-----------

## WORK EXPERIENCE

---

<b>Lockton – Business Analyst • Houston, TX</b>		Feb 2022 – Present
---	--	--------------------

*Insurance Brokerage*

- Collaborated with internal stakeholders to develop interactive Power BI dashboards enabling real-time insights into risk modeling outcomes and improving client-facing reports.
- Translated complex valuation data into clear recommendations to guide client coverage decisions and support strategic discussions.
- Utilized SQL to extract and manipulate large datasets, creating custom queries aligned with business objectives and operational needs.
- Contributed to the development of internal predictive tools by aligning data formatting with software requirements and user workflows.

---

<b>Honest Advertisements, LLC – Marketing Specialist (Media Buyer) • Sugarland, TX</b>		Jan 2016 – Feb 2020
--	--	---------------------

*Lead Generation Company*

- Managed digital advertising operations generating \$5M in annual revenue and \$1.5M in annual profit.
- Led cross-platform marketing strategy and A/B testing to optimize ad performance across 100+ funnels.
- Partnered with 30+ brands to create tailored ad campaigns, focusing on customer acquisition and monetization.
- Conducted user and market research to inform marketing strategy, helping shape product positioning and campaign focus.

## INTERNSHIPS

---

<b>KwickPOS – Sales Intern • Spring, TX</b>		May 2021 – July 2021
---	--	----------------------

*POS Software Company*

- Assisted in structuring the lead pipeline and onboarding new clients for POS software solutions.

---

<b>Westlake Securities – Investment Banking Summer Analyst • Austin, TX</b>		Jun 2020 – Aug 2020
---	--	---------------------

*Investment Banking*

- Supported due diligence for M&A deals; conducted equity research and financial analysis

---

<b>Principal Investments – Private Equity Intern • Dallas, TX</b>		Jun 2020 – Aug 2020
---	--	---------------------

*Private Equity Company*

- Drafted discussion materials and financial reports; assisted in evaluating investment opportunities

## ACADEMIC PROJECTS

---

<b>MIS 374 Client Project – System Solution for Slayden Grubert Beard LLC</b>		Aug 2022 – Dec 2022
---	--	---------------------

- Led a team using Agile methodology to develop a web-based solution addressing operational inefficiencies.
- Built a working prototype using Bubble.io and presented product recommendations to the client.

---

<b>MIS 333K Capstone Project – Bevo's Bookstore</b>		March 2022 – April 2022
---	--	-------------------------

- Designed a C# ASP.NET MVC website with SQL Server database hosted on Azure
- Created user flow wireframes and data models to simulate a fully functioning bookstore web app.

---

<b>MIS 373 Final Project – Machine-Learning Project</b>		Aug 2022 – Dec 2022
---	--	---------------------

- Scraped user-generated content reviews from yelp using Webscraper chrome extension
- Utilized python scripts to calculate sentiment and lift scores for alcohol recommendations

## PERSONAL PROJECTS

---

<b>Staius Media - Growth Experiment (Founder)</b>		Aug 2025 – Jan 2026
---	--	---------------------

- Tested lead generation funnels and paid acquisition strategies across digital channels
- Built and iterated landing pages and ad campaigns focused on customer acquisition efficiency
- Developed early-stage understanding of CAC, conversion tracking, and campaign optimization

---

<b>E-Commerce Project</b>		Dec 2018 – Jan 2019
---------------------------	--	---------------------

- Launched a niche e-commerce store, overseeing product selection, website creation, advertising, and customer acquisition.
- Generated \$6,000 revenue on <\$500 ad budget through Instagram and Facebook ads.

## ADDITIONAL INFORMATION

---

**Skills:** Python, R, SQL, Tableau, Power BI, C#, NumPy, Pandas, Matplotlib, MS Office

**Methodologies:** Agile, Waterfall, Product Lifecycle, Wireframing, Data Modeling

**Interests:** Product Design, Guitar, Piano, Poker, Crypto, AI, Music Production, Tennis, Bouldering

**Languages:** Mandarin Chinese (Fluent)

**Work Eligibility:** Eligible to work in the U.S. with no restrictions

**Certifications:** Power BI (PL-300)