

# Jonathan Lin



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## SUMMARY

Dedicated and results-driven university student with experience in digital marketing, customer service, and project management. Skilled in handling multiple projects, thriving in high-pressure environments, and demonstrating leadership. Strong interpersonal communication abilities enable the development of professional relationships with colleagues and customers. Adaptable and proactive, committed to delivering high-quality outcomes in both marketing and client-focused roles.

## SKILLS & TRAITS

- Customer Service Excellence
- High Work Efficiency
- Content Design & Creation
- Strategic Decision-Making
- Google Spreadsheet
- Foundational Meta Business Suite
- Organisational Mastery
- High-Pressure Navigation
- Rapid Learning & Adaptation
- Leadership & Team Coordination
- Foundational WordPress
- CapCut
- Interpersonal Communication
- Detail-Oriented Focus
- Visual Design Proficiency (Canva, Adobe Lightroom, Photography)
- Expert Problem Resolution
- WIX

## PROFESSIONAL EXPERIENCE

### Digital Marketing Intern

Jaden Digital | Sydney, NSW | Nov 2024 - Feb 2025

- Managed social media channels for CRM, compiling and organising customer responses for insights and follow-ups.
- Assisted in video production, including content logging and editing for promotional materials.
- Conducted keyword research and competitive SEO analysis to identify optimisation opportunities.
- Developed website content strategies to enhance brand messaging and online presence.
- Performed data entry and management to support client logistics and accounting, ensuring data accuracy and efficiency.
- Designed and presented social media campaign concepts to drive engagement and reach target audiences.
- Utilised AI tools for data management, copy ideation, & copy generation, streamlining workflows and enhancing efficiency.

### Customer Care Specialist

Commonwealth Bank of Australia | Sydney, NSW | Oct 2023 - Present

- Assisted customers in navigating online banking platforms, improving their overall digital banking experience.
- Achieved consistent endorsements from team leaders and customers for providing genuine service based resolutions.
- Provided support during high call volume periods, maintaining a professional demeanor under pressure.
- Paid great attention to detail to identify and provide accurate resolutions for complex customer issues.
- Maintained detailed records of customer interactions, ensuring proper follow-up and resolution of issues.
- Maintained strict compliance with all banking regulations, ensuring a secure and trustworthy environment.

## VOLUNTEERING & COURSEWORK EXPERIENCE

### Marketing Student

University of Wollongong | Wollongong, NSW | 2022 - 2025

- Campaign generation that earned a High Distinction - content creation (Email Marketing, SEO, and graphic designs).
- Presentation skills - visual & verbal communication
- Project lead - led a team of five, overseeing all aspects of a must pass marketing project which garnered a final mark of 100 (high distinction).
- Project lead - led a team of four as a creative director for start-up client, garnering a student and client choice awards, and personally achieved 1st out of 287 students for the subject.

### Ambassador/Content Creator

UOWx Digital Media Ambassador | Wollongong, NSW | Mar 2023 - Dec 2023

- Content ideation.
- Video & image editing.
- Content creation & production.
- Staying updated on digital trends.

## EDUCATION

### Bachelor of Business (Undergrad)

University of Wollongong | Wollongong, NSW | 2022 - 2025

- Marketing Major
- Electives in Business Management
- Current WAM - Distinction
- MARK250 - 1st / 287 students
- MARK301 - 2nd / 263 students

## PROFESSIONAL CERTIFICATION

### Excel Essential Training (Microsoft 365)

Linkedin | Acquired: July 2024

### Foundations of Digital Marketing & E-Commerce

Google | Acquired: June 2024

### Foundations of User Experience (UX) Design

Google | Acquired: November 2024

### Graphic Design Essentials

Canva | Acquired: July 2024

### Attract & Engage Customers with Digital Marketing

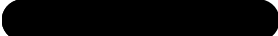
Google | Acquired: June 2024

### Start the UX Design Process: Empathize, Define, and Ideate

Google | Acquired: November 2024

## LANGUAGES

English - Fluent



Mandarin - Intermediate



### From Likes to Leads: Interact with Customers Online

Google | Acquired: June 2024

### Think Outside the Inbox: Email Marketing

Google | Acquired: June 2024

### Build Wireframes and Low-Fidelity Prototypes

Google | Acquired: November 2024

## REFERENCES

**\*References Available Upon Request\***