

Addilyn Goodno

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EDUCATION

University of California, Irvine | School of Social Sciences

Irvine, CA

Bachelor of Art in Business Economics | Minor in Digital Information Systems | GPA 3.3

June 2028

- **Relevant Coursework:** Basic Economics I & II, Global Economy, Intermediate Economics I, Legal Environment of Business, Disability Law & Politics, Introduction to Accounting, Personal & Public Speech, Tools for the Info World, Global Disruption & Information Technology

WORK EXPERIENCE

Posh By Addilyn (Home Décor Brand)

December 2024-Present

Founder & Owner

- **Founded and grew an e-commerce home décor brand, achieving \$20,000 in gross profit during its highest-performing month**, while managing sales through Shopify and Etsy.
- **Lead product design and business operations**, overseeing custom artwork, material sourcing, pricing, production, and order fulfillment.
- **Manage brand marketing and customer relationships**, creating social media content and guiding customers from design consultation through delivery.

Future Female Leaders (Entrepreneurship Initiative)

April 2023- June 2025

Founder & Executive Director

- **Developed and led interactive workshops across a three-week summer program**, providing entrepreneurship and leadership development activities for elementary-aged participants.
- **Designed age-appropriate learning materials and hands-on exercises** to simplify foundational business concepts.

The Finance Factory (Financial Literacy Initiative)

September 2021-September 2024

Founder

- **Created 60 financial education eBooks and distributed copies online**, making financial literacy resources accessible to a broad audience.
- **Provided financial education to 300+ childcare providers** through twice-monthly engagement classes with the Child Care Council (In-Person in Rochester, NY; Virtual After Relocating to California).

LEADERSHIP EXPERIENCE & ACTIVITIES

UCI ENGR 7A Rover Project

September 2024-December 2024

Team Co-Captain and Co-Fabricator

- **Co-led the design, fabrication, and testing of a functional rover** while coordinating responsibilities across the team.

Riverside County Office of Education

April 2024

Student of the Year

- **Selected as the Student of the Year representing Desert Sands Unified School District** based on academic achievement, leadership, and extracurricular involvement.

FinanCamp

June 2023

Instructor

- **Taught financial literacy to 50+ students** during a four-day virtual program, explaining financial concepts through accessible lessons.

SKILLS & INTERESTS

Computer: Google Workspace, Microsoft 365, Canva, Shopify, Microsoft Excel (VLOOKUP, PMT/PPMT, data validation, filtering, subtotals, budgeting and variance analysis), Generative AI Tools (Advanced)

Skills: E-commerce Operations, Product Development, Website Management and Development, Digital Marketing, Customer Relations, Order Fulfillment, Project Management, Content Creation, Workshop Facilitation, Leadership, Public Speaking

Interests: Corporate law, Entrepreneurship, Women in Business, Sustainability, E-Commerce, Digital Media, Backpacking and International Travel