Hwijong Im

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EDUCATION

Northeastern University, Boston, Massachusetts — Expected February 2024
Khoury College of Computer Sciences
Master of Data Science
Related Courses: Machine Learning, Algorithms, Pattern Recognition
- Developing skills of regression and classification models and algorithms more efficiently

Project: Speed Dating Matching Analysis and Recommendation System
- Implemented exploratory data analysis on dataset in Python and encoded it by feature hasher
- Solved data imbalance issue and fine-tuned model using GridSearchCV

Seoul School of Integrated Sciences & Technologies (aSSIST), Seoul — February 2022
MBA Big data, 3.91/4.5
Related Courses: Machine Learning, Data Mining, Deep Learning, Recommendation System
- Developed machine learning skills, data mining, and image classification
- Implemented personalized recommendation system by Python

TECHNICAL SKILLS

- Machine Learning: 2 educational experiences at Northeastern University and aSSIST
- Python (Advanced) : Lay out algorithms for optimizing
- C++ (Advanced): Lay out algorithms for optimizing
- SQL (Advanced)
- HubSpot (Advanced): Build optimized CRM, Marketing, Sales workflow process

PROFESSIONAL EXPERIENCE

HelloDigital, Seoul — November 2020 - October 2021
Consultant
- Consult HubSpot CRM Tool and helping adjust CRM process
- Link existing ERP system based on HubSpot to build frame of CRM process
- Mark out marketing process of clients (Lead Scoring) and set up marketing strategy via HubSpot

RESEARCH WORK

Seoul School of Integrated Sciences & Technologies (aSSIST), Thesis — July 2022 - August 2022
- A Study on the Sustainable Value Evaluation of Enterprises Using the Predictive Classification Model of Retiree
- Used quantitative data on resignation factors, predict and classify people are willing to resign

Academic Project, Speed Dating Matching Analysis and Recommendation System — November 2022 - December 2022
- The main goal is to find the weight of importance of each attribute and builds recommendation system of matching
- Found the most important attributes via PCA/LDA, L1 Regularization and various feature extraction methods
- Made predictions on the matching rate of a person in a specific cluster via Naive Bayes Classifier, Logistic Regression, Random Forest, and SVM

Academic Project, Restaurant Database Design — October 2022 - December 2022
- Built Restaurant Database system based on Schema Diagram using Python and MySQL
- Optimized restaurant process via MySQL Functions and Procedures
- Built Restaurant application process via Python code

Company Project, Philips Morris (Assist Business-linked Support) — April 2019 - May 2019
- Classified trainees achieved high performance of courses from Philips Morris raw data
- Used various Data preprocessing methods such as discretization, scaling, detecting outliers to fetch high performance
- Developed Logistic Regression classification model and visualized predictions and accuracy metrics