연락처

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www.linkedin.com/in/dldasomlee
(LinkedIn)

대표 보유기술

Machine Learning

Statistical Data Analysis

Digital Marketing

Languages

Korean (Native or Bilingual)

English (Native or Bilingual)

Chinese (Limited Working)

Certifications

Machine Learning (Stanford University)

Calculus III (Multivariable Calculus)

Text Mining and Analytics (University of Illinois at Urbana-Champaign)

Combinatorial Mathematics (TsinghuaX)

Java: Discovering Its Power

Da Som Lee

Associate Data Scientist @ Blizzard
Irvine, California

경력

Blizzard Entertainment
Associate Data Scientist
2019년 2월 - Present (1년 2개월)
Irvine, California

- Lead MAU growth analysis for Latin American countries using KNN and SARIMA models to measure incremental gains of new players
- Develop the revenue prediction tool with Random Forest and XGBoost models using media campaigns dataset to aid Strategists optimize the budget allocation planning

Blizzard Entertainment
Data Scientist Intern
2018년 6월 - 2018년 8월 (3개월)
Irvine, California

- Built an automated A/B testing tool that calculated traffic allocation and ran statistical analysis on performance of media campaigns to aid data-driven decision making
- Conducted data filtering and outlier detection on audience segmentation using MySQL, found 50K seed audience of active players and frequent virtual buyers, and targeted them in a new media campaign

Columbia Business School
Center for Decision Sciences, Research Assistant
2018년 1월 - 2018년 5월 (5개월)
Greater New York City Area

- Reduced error rate by 20% by building the first workflow automation model for decision-making patterns in R
- Used MySQL to retrieve data and performed descriptive statistics, regression modeling, and survey analysis in R

Google
Business Intelligence Analyst
2015년 8월 - 2016년 10월 (1년 3개월)
Gangnam-gu, Seoul, Korea

- Generated revenue increase by assisting Industry Managers, Account Managers, and Engineers to create competitive brand positioning for major advertisers using internal search tool for search engine
- Investigated the effect of shifting ad spending from TV to YouTube on audience reach via meta-analysis with Analysts and Engineers
- Examined consumer web behavior conversion paths with Engineers using Google Analytics and increased sales on display ads by identifying opportunities to improve online lead generation

Clinton Foundation
Clinton Global Initiative University Intern
2015년 1월 - 2015년 5월 (5개월)
Greater New York City Area

TED Conferences
TEDX Screener Intern
2014년 9월 - 2014년 12월 (4개월)
Greater New York City Area

AOL
Publisher Services Sponsored Listings Intern
2014년 2월 - 2014년 8월 (7개월)
Greater New York City Area

ABC Television
Sales Intern
2012년 9월 - 2012년 12월 (4개월)
Greater New York City Area

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학력

Columbia University in the City of New York
Master's Degree, Data Science · (2017 - 2018)

New York University
Bachelor of Science (BS), Media, culture, and communication · (2011 - 2013)

Korea University
Certificate, Mathematics and Statistics · (2016 - 2016)