

Data Scientist with an MSc in Business Analytics from UCL and 5 years of global marketing analytics experience across fintech, financial services, FMCG, e-commerce, energy and automotive sectors — bridging technical and non-technical teams to translate complex data into business impact. Eligible to work in the UK without sponsorship.

TECHNICAL SKILLS

- **ML & Data Engineering:** Python (Pandas, NumPy, Scikit-learn, PyTorch, Matplotlib, Seaborn, Plotly), R, dbt, BigQuery
- **Data Analytics & Visualisation:** SQL, Google Analytics (GA4), Adobe Analytics, Power BI, Looker Studio, Tableau

WORK EXPERIENCE

Data Scientist (Product) | Motorway (London, UK)

May 2025 - Aug 2025

UK tech unicorn in the used-car marketplace sector, ranked top 20 in Deloitte's Fast 50 (2022)

- Queried and analysed a 1.3M-row dataset in **SQL/BigQuery** and built predictive models in Python (**Linear Regression, Lasso, XGBoost, SHAP**) to forecast dealer bidding behaviour, improving model accuracy (R^2) from 0.37 to 0.70 (+89%)
- Enhanced model performance by 57% through **feature engineering** of 9 pricing/behavioural features in BigQuery
- Developed and deployed **interactive dashboards** in Python and Plotly, enabling cross-functional teams to visualise high-volume dealer performance and automate weekly reporting workflows
- Built **dbt data pipelines** with engineers to streamline data integration, ensuring scalability and data governance

Senior Marketing & Insights Analyst | Nestlé, Nespresso (Seoul, South Korea)

Aug 2023 - Aug 2024

Global premium coffee brand under Nestlé, operating across B2C/B2B channels in the FMCG sector

- Leveraged **CRM** and **lead data (SAP)** to identify high-value B2B clients and plan co-branded activations with F&B partners, driving +35% growth in B2B coffee sales
- Analysed product sales and campaign data (SAP, **Google Analytics**) to evaluate promotion performance, enabling Sales and E-commerce teams to optimise pricing strategies and forecast demand and achieve +23% sales growth
- Analysed **SEO/SEM** data (Google Analytics, **Google Search Console**) to refine keyword and content strategies for Nespresso Professional, coordinating with agencies and writers to deliver +52% YoY growth in organic sessions
- Built **automated dashboards** in **Looker Studio** to track marketing KPIs, user behaviour, and web funnel performance, enabling self-serve insights for Sales, Marketing, and E-commerce teams

Senior Digital Marketing Analyst | KPR & Associates (Seoul, South Korea)

Nov 2019 - Jun 2023

Leading digital marketing consultancy in South Korea, delivering branding strategy solutions for global brands

- Project-managed **Kia's** VR showroom launch across 30 countries, analysing user behaviour (**Google/Adobe Analytics**) and leading **A/B testing** with engineers to enhance UX/UI, lifting pre-booking conversions by 45% and revenue 21%
- Collaborated with engineers and designers to build **Kia's** global Owners website, defining site architecture and user flows based on **UX research**, successfully launching the pilot in Singapore
- Analysed **Meta Ads** data (**CPC, CTR, conversion rates**) for **POSCO (ESG energy)** and **KakaoBank (fintech)** to optimise campaign performance, driving +74% engagement uplift for POSCO and 4.8x YoY follower growth for KakaoBank
- Delivered data-driven campaign strategies for **Samsung Fire & Marine Insurance's** digital campaigns, **pitching** insights-led strategies to clients and securing a new account that increased team revenue by 14%

Marketing and E-commerce Intern | Basic Outfitters (New York, US)

Mar 2018 - Aug 2018

Forbes 30 Under 30 e-commerce menswear brand in New York, redefining modern wardrobe essentials

- Supported customer behaviour and web traffic analysis using **Excel** and Zendesk to optimise marketing strategies

EDUCATION

University College London (London, UK) <i>Master of Science in Business Analytics (Grade pending, expected Merit 2:1)</i> <ul style="list-style-type: none">Relevant Modules: Marketing Analytics, Predictive Analytics, Data Visualisation, Python/R Programming, Statistics of Business Analytics, Natural Language Processing, Business Strategy and Analytics, Operations Analytics	Sep 2024 - Sep 2025
Dongguk University (Seoul, South Korea) <i>Bachelor of Business Administration (GPA 3.83/4.5)</i> <ul style="list-style-type: none">Relevant Modules: Statistics for Business, Business Mathematics, Consumer Behaviour, Marketing Communication, Principles of Marketing, Principles of Management, Accounting, Intermediate Accounting, Financial ManagementScholarships: Merit-Based Scholarship in 2015 and 2016 with top GPA in major (4.33/4.5)	Mar 2014 - Aug 2019
Keele University (Keele, UK) <i>Business Management and Marketing (Exchange program)</i>	Sep 2016 - Jan 2017
Shanghai High School International Division (Shanghai, China)	Sep 2009 - Jun 2013

PROJECTS

University College London (London, UK) <ul style="list-style-type: none">Predicting Customer Lifetime Value (CLV) with Machine Learning and Regression Models Predicted customer value and retention using Linear Regression, Random Forest, and Gradient Boosting. Applied feature engineering, evaluated with RMSE, and derived insights to improve customer engagement and profitabilityOptimisation of CV-Job Matching using GenAI, NLP, Large Language Models (LLMs) Built a CV enhancement pipeline using TF-IDF, cosine similarity, and Gemini 2.0 (GenAI) for job requirement extraction and rewriting. Applied NER and RAG to automate personalised CV improvementsAutomated Dashboard Development using Power BI for Health and Socioeconomic Analysis Analysed 15 years of geographic socioeconomic data to uncover key factors influencing life expectancy in Europe. Designed interactive dashboards using Python (pandas, matplotlib, seaborn, plotly) and Power BIForecasting Hourly Bike Rental Demand for Seoul Public Bike-Sharing Service Conducted Exploratory Data Analysis (EDA) and performed predictive modelling using Linear Regression, Random Forest, and XGBoost, optimising model performance to inform operational decisions	Sep 2024 - Sep 2025
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ADDITIONAL INFORMATION

<ul style="list-style-type: none">Visa Status: Eligible to work in the UK without sponsorshipInterests: Running (Parkrun UK), video editing, photographyTeam Experience: Participated in the cheerleading team at Keele University; Served as captain of the girls' football team in high school, fostering teamwork and leadershipVolunteering: Joined a 3-week international workcamp in Iceland (2017) with 20+ volunteers from 9 countries, cultivating organic vegetables for local care homes	
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