

UCL graduate & Data Scientist with 5 years' global marketing experience across FMCG (B2C/B2B), fintech, automotive

## TECHNICAL SKILLS

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- Programming & Data Engineering: Python, R, SQL, dbt, BigQuery
- Data Analytics & Visualisation: Google Analytics, Adobe Analytics, Looker Studio, Power BI, Tableau
- Languages: Native in Korean, fluent in English and Mandarin Chinese

## WORK EXPERIENCE

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### Motorway (London, The United Kingdom)

May 2025 - Aug 2025

*Data Scientist Intern, Data Science & Machine Learning Team*

(4 months)

- Built and evaluated machine learning models in Python (Linear Regression, LASSO, XGBoost, SHAP) to predict dealer bidding behaviour on a B2B vehicle-auction platform, improving predictive accuracy ( $R^2$ ) from 0.37 to 0.70 (+89%)
- Lifted model performance by 57% by engineering 9 auction-context features in SQL and BigQuery (e.g., competition signals, vehicle-condition, geospatial distance)
- Developed and deployed an interactive dashboard in Python and Plotly, adopted by 4 teams (Product, Auction Ops, Data Science & Analytics) to self-serve high-volume dealers' stock preferences to drive engagement
- Built dbt models in the marts layer (materialised as TABLE) on BigQuery to expose engineered features (e.g., real-time bid-count per vehicle) as a reusable source of truth across 4 teams, improving scalability and consistency

### Nestle Korea, Nespresso (Seoul, Korea)

Aug 2023 - Aug 2024

*B2B Marketing Specialist, B2B Marketing Team*

(1 year)

- Analysed sales and campaign data (SAP, Google Analytics) and presented insights via dashboards, enabling Sales and E-commerce teams to adjust promotions and achieve +23% HoReCa sales growth
- Leveraged CRM and leads data (SAP) to identify high-value accounts and launch targeted brand activities, contributing to +35% B2B coffee sales growth
- Analysed SEO/SEM data in Google Analytics and translated insights into keyword strategy and content plans, coordinating with Sales/E-commerce teams and journalists; delivered +52% YoY growth in Google organic sessions
- Built weekly reports and a real-time Looker Studio dashboard to track the web funnel and content KPIs, enabling weekly self-serve insights for local Sales, Marketing and E-commerce teams

### KPR & ASSOCIATES (Seoul, Korea)

Nov 2019 - Jun 2023

*Senior Account Executive, Digital Communication Team*

(3 years 8 months)

- Project-managed Kia's VR showroom launch across 30 countries and 20 models; analysed funnel data in Adobe/Google Analytics to prioritise localisation, driving a +21% team revenue uplift (APAC contract)
- Partnered with engineers on event tagging and A/B testing for UX/UI changes, boosting pre-booking rates by +45%
- Optimised digital campaigns for a global steel manufacturer (POSCO) by analysing campaign KPIs, delivered a +74% uptick in interactions and +105% YoY Instagram follower growth
- Produced 20+ monthly content pieces for a leading fintech client (KakaoBank), leveraging campaign insights to refine creative strategy and audience appeal, driving a 4.8x YoY Instagram follower growth

### Basic Outfitters (New York City, The United States)

Mar 2018 - Aug 2018

*Marketing and E-commerce Intern, Marketing Team*

(6 months)

- Supported customer data analysis using Excel and e-commerce traffic data to optimise targets and plan promotions

PROJECTS

University College London (London, The United Kingdom)	Sep 2024 - Sep 2025
<ul style="list-style-type: none"><li><b>Predicting Hourly Bike Rental Demand for Seoul Public Bike-Sharing Service</b> Investigated datasets with exploratory data analysis, performed predictive modelling using Linear Regression, Random Forest and XGBoost and visualised the results to optimise bike rental operations</li><li><b>Interactive Visual Analysis of Health and Socioeconomic Factors Affecting Life Expectancy</b> Analysed 15 years of geographic socioeconomic data to uncover key factors influencing life expectancy in Europe. Developed interactive visualisations and dashboards using Python (pandas, matplotlib, seaborn, plotly) and Power BI</li><li><b>Optimising CV-Job Matching using Natural Language Processing (NLP) and Large Language Models (LLMs)</b> Built a CV enhancement pipeline using TF-IDF, cosine similarity, and Gemini 2.0 for job requirement extraction and rewriting. Applied NER, RAG, and prompt engineering to automate personalised CV improvements</li><li><b>Global Electric Vehicle Sales Trend Analysis and Forecasting</b> Analysed global EV sales trends and powertrain market distribution, using machine learning techniques (Random Forest, XGBoost, MLP, LSTM) to forecast sales and evaluate model performance for reliable long-term predictions</li></ul>	

EDUCATION

University College London (London, The United Kingdom) <i>Master of Science in Business Analytics</i>	Sep 2024 - Sep 2025
Dongguk University (Seoul, Korea) <i>Bachelor of Business Administration (GPA 3.83/4.5)</i>	Mar 2014 - Aug 2019
<ul style="list-style-type: none"><li>Scholarships: Merit-Based Scholarship in 2015 and 2016 with top GPA in the major (4.33/4.5)</li></ul>	
Keele University (Keele, The United Kingdom) <i>Business Management and Marketing (Exchange program)</i>	Sep 2016 - Jan 2017
Shanghai High School International Division (Shanghai, China)	Sep 2009 - Jun 2013