

Data Scientist with an MSc in Business Analytics from UCL and 5 years' global, data-driven marketing experience across FMCG, fintech, and automotive sectors - bridging technical and non-technical perspectives, translating complex data into business impact. Eligible to work in the UK without sponsorship.

TECHNICAL SKILLS

- **ML & Data Engineering:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Plotly), R, SQL, dbt, BigQuery
- **Data Analytics & Visualisation:** Google Analytics, Adobe Analytics, Looker Studio, Power BI, Tableau
- **End-to-end data expertise:** turning data into insights via analytics engineering, visualisation & predictive modelling

WORK EXPERIENCE

Product Data Science Intern | 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)

- Built and evaluated **predictive 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% through **feature engineering** 9 auction-context variables in **SQL** and **BigQuery**
- Developed and deployed **interactive dashboards 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
- Created **dbt models** in 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

B2B 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

- 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 (Hotel, Restaurant, Café) 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

Senior Account Executive | KPR & Associates (Seoul, South Korea)

Nov 2019 - Jun 2023

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

- Project-managed **Kia's** VR showroom launch across 30 countries and 20 models; **analysed marketing 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 POSCO (a global leader in **sustainable materials/energy**) by analysing campaign KPIs, delivered a +74% uptick in interactions and +105% YoY Instagram follower growth
- Produced 20+ monthly content pieces for KakaoBank (the largest **fintech** company in South Korea), leveraging campaign insights to refine creative strategy and audience appeal, driving a 4.8x YoY Instagram follower growth

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

EDUCATION

University College London (London, UK) <i>Master of Science in Business Analytics (Grade pending)</i>	Sep 2024 - Sep 2025
<ul style="list-style-type: none">Relevant Modules: Predictive Analytics, Python Programming, R, Statistics of Business Analytics, Data Visualisation, Marketing Analytics, Natural Language Processing, Business Strategy and Analytics, Operations Analytics	
Dongguk University (Seoul, South Korea) <i>Bachelor of Business Administration (GPA 3.83/4.5)</i>	Mar 2014 - Aug 2019
<ul style="list-style-type: none">Scholarships: Merit-Based Scholarship in 2015 and 2016 with top GPA in the major (4.33/4.5)	
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)	Sep 2024 - Sep 2025
<ul style="list-style-type: none">Predicting Customer Lifetime Value using Regression and Machine Learning 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 profitabilityInteractive Visual Analysis of Health and Socioeconomic Factors Affecting Life Expectancy 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 BIOptimisation of CV-Job Matching using Natural Language Processing (NLP) and Large Language Models (LLMs) 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 improvementsPredicting Hourly Bike Rental Demand for Seoul Public Bike-Sharing Service 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	

ADDITIONAL INFORMATION

- Interests:** Running (Parkrun UK), video editing, photography
- Team experience:** Participated in the cheerleading team at Keele University; Served as captain of the girls' football team in high school, fostering teamwork and leadership
- Volunteering:** Joined a 3-week international workcamp in Iceland (2017) with 20+ volunteers from 9 countries, cultivating organic vegetables for local care homes