

Yoonsu Chang

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EDUCATION

Durham University

BSc Computer science and Business (Expected 2.1)

United Kingdom

September 2022 – Expected June 2026

- **2nd year:** Artificial Intelligence, Data Science, Business Research Methods and Statistics, Information Systems, Consumer Behaviour, Innovation management

Dulwich college (Singapore)

International Baccalaureate (Received 39)

Singapore

2020 – 2022

- **IB Higher Level:** Business Management (7), Math Analysis and Approaches (6), Economics (6)
- **IB Standard Level:** Spanish AB initio (5), English A: Literature (6), Physics (7)
- **Awards & Honors:** 2021 Gold Awards – British Maths Olympiad Senior Maths Challenge; 2021 Honourable Mention – Singapore & Asian School Math Olympiad; 2021 Pioneering Spirit Grant (Dulwich College)

WORK EXPERIENCE

L'Oréal

Digital marketing summer intern

London, United Kingdom

July 2023 – September 2023

- Assisting the team in the management of brand website updates – banners, content, brand hubs, and catalogue
- Working with sales and marketing team on brand eCommerce and retailer catalogue update
- Assist in the development of eRetail brand shops and campaigns
- Work with external agency to promote campaigns
 - Brand relaunch campaign (cancelled)
 - create ad/banner to drive more traffic into user guide page
- Products/project launches
 - LP campaign launch – create campaign page, uploads banners and assets on the website
 - Partner brand launch – update brand page and logo, E-merchandise the products
 - RK new product launch – update brand page and banners
 - PR Brand relaunch – redesign brand hub, replace PDP assets, upload banners

Barclays

Discovery Program [operations]

Remote, United Kingdom

April 2023

- Spring insight program in operations
- Learned about operation and technology in the banking industry

EXTRACURRICULAR ACTIVITIES

DUFS Investment Fund

Analyst

Durham, United Kingdom

2023 – 2024

- Analyst at Consumer Packaged Goods (CPG) sector
- Research and analyze, pitch stocks and companies with high growth potential with low risks.

180 Degree Consulting (Durham)

Consultant

Durham, United Kingdom

2023

- Consulting London based charity that teaches coding to local students (Oct 2023)
- Researching about the platform that this charity could potentially use, Looking for potential partnership and sponsorship.

ADDITIONAL

- Native in Korean; Python programming; Microsoft Excel, PowerPoint, Word; Salesforce;
- Interest in sports (badminton, squash, tennis), photography, travelling;