

Leon Hee Kwon

South Korean | Male | 22 years old

Target MSc: Business Analytics & Marketing Science

PROFESSIONAL EXPERIENCE

- Data Analyst Intern - Samsung Electronics (Global Marketing), Seoul July 2024 - Present.
Analyzing consumer sentiment data from social media using NLP techniques to guide product positioning for the Galaxy S series.
- Digital Marketing Intern - CJ ENM 2023.
Managed a \$50k/month social media ad budget, achieving a 20% increase in conversion rates for a new K-Drama streaming service.

EDUCATION

BA in Business Administration, Yonsei University 2021 - 2024. Top 3% of class. GRE: 328.

SKILLS

Technical: Python (NLTK, Pandas), SQL, Google Analytics 4, Tableau.

PERSONAL INTERESTS

K-Pop Industry Trends, Digital Illustration, Pilates.