Yoojin Park

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SUMMARY

A results-driven data analyst with 4+ years of experience across finance, IT, construction, and higher education. Skilled in analyzing both quantitative and qualitative data to generate actionable insights through visualization. Strong in solving problems with a data-driven approach and clearly communicating findings to diverse stakeholders.

SKILLS

- Data Analysis & Visualization: SQL (MSSQL, MySQL), Power BI, Tableau, Power Query, Google Analytics, Data cleaning & transformation
- ETL & Process Automation: Power Query, Report Automation, Workflow Optimization
- Tools & Platforms: MS Office, Outlook, SharePoint, Canva, Qualtrics
- Programming & Scripting: Java, JavaScript, HTML, CSS, Python, R
- Technical Documentation, User Training & Stakeholder Engagement
- Strong Analytical, Problem-Solving, and Communication Skills, Attention to Detail

EDUCATION

Diploma in Information Technology, Software Development with Honours   **2022**
Southern Alberta Institute of Technology, Calgary, AB

Bachelor of Arts, Bachelor of Business Administration   **2015**
Kyung Hee University, Seoul, South Korea

EXPERIENCE

Data Analyst Assistant   **Jan 2025 – Mar 2025**
Centre for Career and Personal Development, University of Calgary, Calgary, AB

- Developed and automated ETL pipelines to process 15+ Qualtrics surveys per month, streamlining data extraction, cleaning, and transformation for seamless integration.
- Implemented Power BI dashboards for 30+ stakeholders, visualizing key metrics to enhance strategic decision-making and optimize workflows.
- Analyzed over 8,000 survey responses, including qualitative and quantitative data, delivering actionable insights that improved program effectiveness.

Data Analyst   **May 2019 – Aug 2020**
Samwoo A System, Suwon, South Korea

- Designed and maintained Power BI dashboards to track key performance metrics, improving reporting efficiency and eliminating 10+ hours of manual work per week.

- Analyzed financial and operational data, uncovering inefficiencies and implementing cost-saving measures that reduced expenses by 15% while sustaining productivity.
- Provided data-driven insights to support leadership in budgeting, risk assessment, and strategic planning for three high-impact projects.

Data Analyst   **Oct 2018 – Apr 2019**
Boozaapp Company, Seoul, South Korea

- Established the first collaborative system of the company using Power BI, supporting executive decisions on product performance, user growth, and marketing effectiveness.
- Analyzed user behavior patterns using SQL and Google Analytics to optimize app features and enhance customer retention.
- Analyzed user acquisition data through A/B testing and engagement tracking, optimizing marketing strategies that led to 60,000 new sign-ups.

Data Analyst   **Sep 2016 – Sep 2018**
Andbeyond Capital Management, Seoul, South Korea

- Developed an interactive stock market monitoring dashboard using SQL, Power BI, and R, enabling fund managers to make data-driven investment decisions.
- Migrated scattered customer data from Excel to SQL, optimizing data structure and improving accessibility. Built Power BI dashboards to enhance customer relationship management efficiency.
- Automated quarterly report generation, reducing report creation time by over 90% while improving accuracy and efficiency.

TRAINING

Career Service for Foreign Trained Professional   **2025**
Calgary Immigrant Women's Association, Calgary, AB

Google Data Analytics Certificate   **2024**
Google

Chartered Financial Analyst (CFA) Level 2   **2019**
CFA Institute