

Won Shil Park

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Certifications: *Coursera:* Google Data Analytics Professional Certificate, *Coursera:* Google Agile Project Management Certificate; *UC Berkeley - SCET:* Entrepreneurship & Technology Certificate; *CSSC:* Lean Six Sigma White Belt Certification

Skills: Microsoft Office Suite, Google Workspace, Google Cloud Platform, Google Colab, Python, SQL, Tableau, Excel, R

EXPERIENCE

Data Analytics Instructor, COOP Careers, Inc., *San Francisco, CA*

Jan 2025 - Present

- Led a cohort of fellows, providing advanced instruction in Excel, Tableau, and SQL, which resulted in a 100% completion rate of career readiness portfolios and significantly improved the professional preparedness of all pod members.
- Fostered a structured learning environment, focusing on technical and soft skills (e.g., teamwork, cross-collaboration, and creative problem-solving), which increased cohort engagement and boosted confidence in pursuing careers in data analytics.
- Monitored fellows' progress, offered personalized feedback on assignments to ensure timely completion and high-quality work, while helping them develop the necessary skills for successful careers in data analytics.

Business Intelligence Engineer Intern, Beezwax Datatools, Inc., *San Jose, CA*

May 2023 - Sep 2023

- Provided client services by collaborating with internal and external stakeholders to define financial KPIs for product collaboration, ensuring team alignment.
- Rebuilt five resource management dashboards in Tableau using UX/UI specifications, enhancing user experience and functionality through QA and refinement.
- Developed an automated KPI tracking tool leveraging live datasets on Tableau and BigQuery, improving analytics and visualization through iterative feedback, resulting in broader organizational adoption.
- Delivered the project one week ahead of an 8-week timeline, overcoming a 38% unavailability rate.

Data Science Research Executive Lab Manager, Undergraduate Laboratory at Berkeley, *Berkeley, CA*

Jun 2021 - Sep 2022

- Directed a mentor-mentee program with over 80+ students of varying backgrounds and interests; formed 12 successful matches, which facilitated the creation of 11 innovative projects.
- Led individual mentoring sessions, hosted office hours, and worked cross-functionally to develop interactive workshops to train mentors and mentees on building relationships and advanced data analytics techniques using Python, Excel, and data modeling to create resources supporting research endeavors.
- Increased the number of applicants by 16% and research engagement by 21% by managing hand-to-hand and digital marketing campaigns across campus using flyers, newspapers, social media platforms, and word-of-mouth.

Business Analyst, Golden Ware Enterprise, Ltd., *Guangzhou, China*

Sep 2020 - Dec 2020

- Identified inefficiencies in KPI calculations and created a database structure to optimize ad-hoc SQL queries for shipment data.
- Utilized EER diagrams to visualize the relational database in MySQL and applied normalization techniques while maintaining classification and ranking systems to optimize growth initiatives.
- Improved business results by identifying areas for improvement using A/B testing, which led to increased customer loyalty.
- Presented operational pain points in the company's shipping system using PowerPoint to meet customer needs and gain approval from executive leadership, increasing quarterly profits by 2%.

EDUCATION

COOP Careers, Inc., *San Francisco, CA*

Aug 2024 - Dec 2024

- **Certificate: Data Analytics** | **Skills:** SQL, Excel, Tableau
- Utilized Excel functions to clean and analyze 1,000+ rows of marketing campaign data, while cross-referencing KPIs (e.g., CPA, CTR, CVR, CPC) in Tableau to identify challenges, growth opportunities, and maximize holiday sales.
- Led the creation of a one-pager that included an executive summary, key highlights (4 graphics and charts), takeaways, and insights, while also developing analysis frameworks, assessing team dashboards, and creating visualizations all in Tableau.
- Queried Google's Public Database using BigQuery and Google Colab, applying SQL clauses such as JOINS, DISTINCT, CASE WHEN, SELECT, CAST, and Subqueries to organize and retrieve data.

University of California, Berkeley, *Berkeley, CA*

Aug 2019 - Aug 2022

- **BA Degree: Data Science** | **Courses:** Business Analytics, Database Systems, Machine Learning
- **Sutardja Center for Entrepreneurship & Technology (SCET)** | **Award:** Winner, Startup Cup #3 voted by Venture Capitalists
- **UCEAP Study Abroad, Seoul National University** | **Major: Business Administration** | **Courses:** Strategic Management, Technology Innovation | Teacher Assistant: Business English