

# 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