

Won Shil Park

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EXPERIENCE

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

Jan 2025 - Present

- Led and mentored 2 cohorts of 34 students in total, facilitated 40 Data Analytics workshops on topics including Excel, Tableau, and SQL, and maintained a 92.3% Fellow retention rate across 2 semesters.
- Collaborated with three instructors to support a structured learning environment by sharing daily agendas, introducing concepts in Excel, SQL, and Tableau, and guiding Fellows through applied practice problems (emphasizing problem-solving, organization, teamwork, and cross-collaboration), increasing cohort engagement, and boosting confidence in analytical skills.
- Tracked fellows' progress, providing detail-oriented feedback on analytical portfolio projects (e.g., data visualization projects within a team setting) to ensure timely completion and high-quality work, while helping them develop a self-directed learning approach and the necessary best practices and application for successful careers in data analysis.

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 quantitative finance metrics (e.g., budgets, ROA, retention rates, conversion rate, utilization rate) for requirements gathering, product collaboration, and ensuring team alignment.
- Rebuilt five resource management dashboards in Tableau, implementing a validation process and testing, ensuring compliance with data quality, and achieving no discrepancy in validated KPI calculations from refining the Tableau calculated fields and SQL query solutions.
- Developed an automated KPI reporting pipeline that improved transparency and supported decision-making by leveraging live, real-time datasets on Tableau integration processes from BigQuery, and written documentation, improving analytics and visualization through iterative feedback, resulting in broader organizational adoption.
- Delivered the Apple Claris financial dashboards a 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 80+ students of varying backgrounds and interests; formed 12 successful matches, which facilitated the creation of 11 innovative projects, resulting in an increase in research engagement by 21% and an increase in the number of applicants by 16%.
- Led individual mentoring sessions while monitoring progress, hosted office hours, and worked cross-functionally to design 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 and continuous learning.

Business Analyst (Contract), Golden Ware Enterprise, Ltd., *Guangzhou, China*

Sep 2020 - Dec 2020

- Increased quarterly profits by 2% by identifying issues to implement recommendations in KPI calculations and optimizing SQL queries in the company's shipping system, improving data accuracy, and supporting more reliable, detail-oriented, risk-aware forecasting.
 - Utilized EER diagrams to visualize the relational database in MySQL and applied normalization techniques while maintaining classification and ranking systems to optimize growth and performance initiatives to improve business results.
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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 a mock marketing campaign data, queried Google's Public Datasets in Google Colab, utilizing SQL clauses and subqueries to organize and extract relevant data.
- Developed 40 team dashboards on Tableau for data visualization, and a comprehensive one-page Tableau report to deliver clear, actionable takeaways.

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
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QUALIFICATIONS

- **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/MS Office (PowerPoint, Excel, Word), Google Workspace, Python, SQL, Tableau, Power BI