

ALEX (YEONGSEO) CHAE

Abu Dhabi, UAE | (971) 50 189 7141 | yc4324@nyu.edu

EDUCATION

New York University Abu Dhabi, Abu Dhabi, UAE

Aug 2020 - May 2024

B.A. in Social Research and Public Policy & Minors in Computer Science, Economics (Magna cum laude)

GPA 3.97 / 4.0

SKILLS

Computer: Python, R, MS Office, LaTeX, SQL, SPSS, Power BI, Stata

Language: English (native), Korean (native), Portuguese (working proficiency), Arabic (elementary proficiency)

Relevant Coursework: Data Bootcamp, Textual Analysis, Applied Data Science, Human-Centered Data Science, Social Networks, Data Analysis, Computational Social Science, Data Structures, Algorithms, Statistics for Social Sciences

WORK EXPERIENCE

WhiteBox HR, Abu Dhabi, UAE

Nov 2023 - Feb 2024

Data Analysis & Marketing Intern

- Managed back-end Python developing of in-house generative AI Chatbot functions to enhance client experience
- Developed a database of inquiries on people science and organizational network to test HR tech software
- Researched and drafted website articles on the use of AI and machine learning in HR tech & talent management

Procter & Gamble (P&G), Dubai, UAE

June 2023 - Aug 2023

Analytics & Insights Intern

- Identified brand KPIs for feminine care brand *Always* in KSA & Gulf markets
- Established actionable influencer marketing framework to target 'Gen Z's (age 15-27) on TikTok and Snapchat
- Modernized internal social media asset audits through translation and sentiment analysis using Open AI LLMs
- Developed Power BI dashboard of planned & actual media metrics (reach, frequency, spending) for 3 fiscal years

CITIES Lab, New York University Abu Dhabi, Abu Dhabi, UAE

Mar 2023 - June 2024

Data Analysis Research Assistant

- Collaborated with postdoctoral researchers on project to measure change in ESG of 200 S&P 500 companies
- Gathered and cleaned 7,000+ HTML files of earnings call transcripts using Python programming
- Utilized NLP (named-entity recognition, topic model, embeddings) techniques for textual and network analysis

New York University Abu Dhabi, Social Science Department, Abu Dhabi, UAE

Jan 2022 - July 2022

Computational Social Science Research Assistant

- Participated in a research project to measure the effect of retraction of academic papers on researchers
- Analyzed 200+ retraction notices of scientific papers from database *Retraction Watch*

LEADERSHIP & COMMUNICATION

Teaching Assistant, *New York University Abu Dhabi*, Abu Dhabi, UAE

Jan 2024 - May 2022

- Assisted weekly Python coding laboratory sessions for *Human-Centered Data Science* course

Global Education Officer, *New York University Abu Dhabi*, Abu Dhabi, UAE

Aug 2023 - May 2022

- Mentored 25 first-year students in academic planning through 1:1 sessions and focus group discussions

Social Science Major Representative, *New York University Abu Dhabi*, Abu Dhabi, UAE

Jan 2022 - May 2022

- Planned and executed Major Open House event with 3 faculty panels and 30+ attendees with positive feedback
- Partnered with Career Development Center to create internship guide to be distributed to 1,000+ students

RELATED PROJECTS

- News Articles & Instagram News Posts | Python, Natural Language Processing, LLM, Communication theory
- Best Selling Books & NYT Articles | Python, Natural Language Processing, Machine learning
- Car Crashes & Driver's Sex | Python, Statistics, Computational social science
- School Shooting & Academic Performance | Python, Statistics, Computational social science