Hyun Jin Alicia Ku

+1 (201)727-3312 | aliciaku0924@gmail.com | Palisades Park NJ 07650
www.linkedin.com/in/alicia-hyunjin-ku

Education

Rutgers University – *Bachelor of Science*   Sep 2017 – Jan 2022
Major 1 : Business Analytics & Information Technology
Major 2 : Statistics
Cumulative GPA : 3.3/4.0

Leadership
- Vice President of Korean-Scientists and Engineers Association – Rutgers Chapter (2021-Current)
- Public Relations Chair of Korean-Scientists and Engineers Association – Rutgers Chapter (2020-2021)

Relevant Coursework:
- Regression Methods, Investment Modeling with R, Bayesian Data Analysis, Relational Database & Web App, Time Series Modeling for Business, Management Info System, Operations Management, Calculus 1-4

Professional Experience

Ernst & Young LLP - Seoul, Korea   Apr 2021 - Jul 2021
Financial Service Office Data & Analytics Consulting Intern
- Worked in consulting projects for 2 major banks and 1 securities firm
- Renovated consumers' preferred channel determination model's algorithm by 1) applying proper standardization, 2) activity decay rate by time, and 3) entropy scaling method by channel, using the year worth of 5% randomly sampled consumers' (about 1M individuals) activity data on 6 banking channels and added a column for the level of activity for the most preferred channel (for major bank A, asset size = 484B)
- Investigated potential partners effective for MZ generation target marketing and suggested the way of collaborations such as through product launching or creating a marketing platform based on competitors' cases (for major bank A, asset size = 484B)
- Participated in building proposal for Tax-Loss Harvesting simulator, and obtained research on benchmarkable global cases for AI investing, automated trading, and automated Tax-Loss Harvesting features (for securities firm A)

Procter & Gamble - Seoul, Korea   Jun 2020 - Aug 2020
Product Supply Intern
- Completed Korea Market Operational supply chain cost optimization individual project
- Established cost reduction strategies by analyzing one year worth of financial data, order data, and trade terms, etc. to compute by-channel and by-customer level should-cost report
- Proposed multiple solutions including 1) 3PL handling and shipping cost adjustment using the fact that X-docking reduced, 2) starting 3PL delivery with the largest E-Commerce customer that had cost inefficiency with the CPU Milk-run cost, and 3) fixing the slog volume to maximize Vehicle Fill Rate, which predicts to reduce the company's supply chain cost about 6% in total
- Shared the new finding that most of the customers' inefficiencies are from the difference in order configuration, and proposed the team to constantly monitor unit cost per customer to prevent paying more to 3PL

Kindoh - Seoul, Korea   May 2019 - Aug 2019
Marketing Communication Team Assistant
- Reported daily sales analysis using Excel and Logger
- Managed the process of gathering and selecting the influencers, added about 10 participants per week to the project, resulting in about 30% increased user traffic in total
- Created the guideline for selecting influencers and their social media postings and managed the shipping

NBT.inc - Seoul, Korea   May 2018 - Aug 2018
Online Ad-Network Project Manager Intern
- Operated over 10 online advertisements and used tracking solution tools such as Adbrix, Appsflyer, Kochava, along with MS Excel to obtain quality reports for advertisers and affiliates
- Handled issues in quality of traffics, meeting KPI, and payments between advertisers and affiliates
- Participated in the project of establishing a reporting platform for affiliates called DashBoard for more efficient operations

Key Qualifications
- Bilingual — Korean and English
- SQL, MS Access, R, Python, Html, JavaScript, Excel (VBA, Macro), PowerBI, Tracking solutions (Adbrix, Kochava, Appsflyer)