

# Brian Kim

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## EDUCATION

### Binghamton University, SUNY | Thomas J. Watson College of Engineering and Applied Science

Bachelor of Science in Computer Science

May 2025

GPA: 3.0 | Dean's List: Fall 2021, Spring 2022

## PROJECT EXPERIENCE

### EPL Data Analytics Project

Personal Project

November 2025

- Built an end-to-end analytics pipeline using PostgreSQL, Python, and Power BI to clean, model, and analyze 30k+ rows of raw match-event professional soccer data
- Designed SQL schemas and analytical models to calculate KPIs (xG differentials, finishing efficiency, defensive performance, tactical styles) and identify performance and efficiency trends, producing actionable insights
- Developed interactive Power BI dashboards with DAX measures, slicers, and drill-downs to support dynamic analysis and stakeholder-style reporting
- Delivered clear documentation and data storytelling, translating complex statistical findings into concise recommendations accessible to non-technical users

### Splitsy - iOS Bill Splitting App

Lead Developer

November 2024 - Present

- Developed an AI-powered receipt digitization pipeline to transform unstructured inputs into structured data, achieving 95%+ OCR accuracy and reducing manual processing by 90% through a user-first design
- Built a financial analytics platform with interactive visualizations using Swift Charts, real-time currency conversion, and trend analysis tools to uncover multi-period spending patterns
- Implemented a secure, scalable cloud infrastructure with automated Firebase and Node.js workflows, ensuring reliable performance and data integrity for 100+ concurrent users
- Designed a data-driven insights system, integrating transactional records and user profiles to segment users, identify financial patterns, and power personalized reporting

## WORK EXPERIENCE

### Binghamton University - Watson Dean's Office

Binghamton, NY

Data & Operations Analytics Assistant

October 2024 – May 2025

- Automated and analyzed Excel workflows by developing VBA scripts for 1,000+ data visualizations, reducing processing time by 70% and surfacing user and process patterns to inform operations improvements
- Conducted data cleaning on Excel to produce actionable insights for reporting and improve data trackability
- Managed structured datasets of 3,000+ inventory items, ensuring accuracy for operational decisions
- Streamlined departmental operations by coordinating events, organizing DEI documentation, and optimizing file systems for team accessibility and efficiency

### McCann New York – Craft Worldwide

Manhattan, NY

Production Intern

June 2023 – July 2023

- Optimized freelancer database in Google Sheets, restructuring 1,100+ records to enhance information accessibility and streamline team operations
- Collaborated with four interns to design and present a full-scope marketing campaign with data-backed product concepts and financial projections, demonstrating creativity, analytical rigor, and teamwork
- Supported client meetings and production projects to facilitate clear communication, accurate deliverables, and efficient cross-team coordination
- Crafted a research-driven sustainability campaign outlining actionable strategies to advance company-wide sustainability goals

## CERTIFICATIONS

### Foundations: Data, Data, Everywhere – Google / Coursera

October 2025

### Excel for Financial Planning and Analysis (FP&A) – LinkedIn

October 2025

## TECHNICAL SKILLS

**Languages & Tools:** Excel, Python, SQL, Power BI, R, VBA, Word, PowerPoint, Google Sheets, Generative AI