

Cara Jung

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SKILLS

Languages: Python, SQL, JavaScript, TypeScript

Frameworks & Technologies: Next.js, FastAPI, React, Supabase, PostgreSQL, Salesforce, Airtable

Machine Learning & Analytics: Ridge Regression, XGBoost, K-Means, UMAP, Statistical Analysis, Model Validation

Data & Business Intelligence: Database Design, ETL Pipelines, Data Visualization, Performance Metrics, Predictive Modeling

WORK EXPERIENCE

Creator Specialist, Operations | NAVER Corp | July 2022 – present

- Built and implemented automated quarterly reporting system for 600+ projects by integrating Salesforce and Airtable, reducing manual processing time by 75% and ensuring data accuracy across platforms
- Designed and managed comprehensive database for 500+ Wattpad and Webtoon creators on Airtable, creating an integrated data system that consolidated information from multiple platforms into one analytical framework
- Developed data-driven social media audit program that leveraged platform analytics to optimize creator performance, resulting in 2x increase in followers and engagement metrics within 4 months
- Streamlined cross-departmental workflow automation by managing communications and project execution among marketing, content, legal, and PR departments for complex multi-stakeholder initiatives
- Managed client relations for 60 creators by implementing systematic onboarding processes and campaign tracking systems that improved project delivery timelines and stakeholder satisfaction

Publicist | Weller Media Agency | August 2021 – June 2022

- Secured high-impact media placements across tier-1 outlets including Vogue, WWD, Billboard, and Forbes by crafting compelling narratives and building strategic media relationships for entertainment and fashion clients
 - Orchestrated complex multi-stakeholder communications for virtual and in-person events, coordinating between clients, media, and internal teams to ensure seamless execution of speeches, interviews, and panel discussions
 - Led cross-departmental campaign execution by developing strategic timelines and facilitating clear communication protocols among marketing, social, production, and design teams
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PROJECTS

Song Nerd - AI Music Marketing Platform | Full-Stack | Next.js, Python, FastAPI, Supabase, AI/ML

- Built comprehensive AI-powered music marketing platform using Next.js, Python FastAPI, and Supabase that processes and analyzes audio data to generate high-quality training datasets and actionable insights for independent artists
- Implemented machine learning models for audio feature extraction and automated data labeling with confidence scoring and quality validation mechanisms for model training
- Developed real-time data processing pipeline with automated quality control and systematic validation to ensure training data integrity and consistency
- Created analytical dashboard with performance metrics using Recharts and D3.js, enabling data-driven evaluation of model accuracy and recommendation effectiveness

Webtoon to Korean Drama Adaptation Success Predictor | Python, Ridge Regression, XGBoost, Statistical Analysis

- Built predictive modeling framework using Ridge regression and XGBoost to analyze 1,500+ webtoons and 60+ adaptations, achieving 99% accuracy ($R^2 = 0.99$) in commercial success forecasting
 - Implemented feature engineering and statistical validation techniques including Mann-Whitney U tests and cross-validation, demonstrating engagement metrics significantly outperform traditional metadata as predictors
 - Developed systematic data collection pipeline by web scraping multiple sources and integrating disparate datasets, ensuring quality across webtoon metadata and Korean drama performance metrics
 - Applied rigorous analytical methodology including ANOVA, chi-square tests, and Cliff's Delta calculations to generate confidence-scored recommendations aligned with proven success patterns
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EDUCATION

University of Colorado Boulder | Computer Science, M.S. | October 2024 - present

University of Southern California | English Literature, B.A. | August 2011 - May 2015