

# ANGELINA CHOI

34-26 29<sup>th</sup> Street, New York, NY 11106 • (412) 807-9503 • angelina.choi7@gmail.com

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## EDUCATION

### CARNEGIE MELLON UNIVERSITY | DECEMBER 2014

Bachelor of Science in Decision Science

Minor in Business Administration

- **RELEVANT COURSE WORK:** Empirical Research Methods | Decision Analysis Decision Support System | Organizational Behavior | Marketing | Behavioral Economics | Cognitive Psychology
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## PROFESSIONAL EXPERIENCE

### YUANTA SECURITIES ASIA FINANCIAL SERVICES LTD. | SEOUL, SOUTH KOREA

July – August 2014

Intern | Enterprise Analysis Research Center

- Coordinated daily morning meeting for the Research Center and Corporate Business Team of 50 people primarily by preparing literature and distributing other relevant material for that day's meeting agenda
- Built custom PowerPoint templates that streamlined Presentation data and transformed traditional presentations into modern and aesthetically pleasing alternatives
- Submitted and maintained series of database spreadsheets with daily updated spot commodities prices of oil and chemicals, with currencies exchanged to USD, CNY and KRW
- Gathered and interpreted statistics of 50+ national box office movie audiences in order to identify emerging trends that would assist in forecasting future profitability. Presented findings in a monthly summary report with appropriate graphs and charts, illustrating the periodical data and Year on Year trends
- Conducted a comparative case study distinguishing the unique strengths and weaknesses of three competing travel agencies by collecting and analyzing pricing data and consumer convenience surveys with a specific focus on Korean market share

### KOREA COMMUNICATION AGENCY (KCA) | SEOUL, SOUTH KOREA

July 2013

Intern | Communications Policy Research & Development Bureau

- Designed a PowerPoint presentation on the economic issues of the pricing system in the broadcast industry from an economist's standpoint, and conducted a seminar to a group of 30
- Researched the world's governmental monitoring policy on advertisement, and shared findings with supervisors to assist their research. Transcribed research results from English to Korean on a document

### KOREA INVESTMENT & SECURITIES CO. | SEOUL, SOUTH KOREA

June 2013

Intern | Department of Global Investment Strategy

- Analyzed daily financial securities data using MS Excel and presented to supervisor (1 - 2 pages daily)
  - Compiled daily briefing of U.S. financial market. Assisted supervisors in finding flickr, equity and other numerical data through Bloomberg.
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## PROJECTS

### ESCORT BUS SYSTEM PROPOSAL | PITTSBURGH, PA

January – May 2014

- Diagnosed problems of an existing Campus Escort Bus System by distributing self-designed questionnaires to the student body
- Conducted interviews with the Campus Police Department and Student Life Office staff to collect relevant data
- Proposed suggestions on altering the Escort System to the Police Department by communicating with the head lieutenant
- Delivered proposals addressing the problems, and their adequate solutions along with the risk factors to the Social and Decision Sciences department

### CAKE AND COOKIE SPOT | PITTSBURGH, PA

August – December 2013

- Explored shortcomings of Cake and Cookie Spot's marketing strategy and presented appropriate solutions on finding a strong brand identity and enhancing its online presence and public awareness
  - Interviewed managers and employers about the issues and proposed solutions
  - Assembled demographic information of potential customers through surveys
  - Participated and presented results with four other classmates in year-end showcase
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## LEADERSHIP

### ALPHA KAPPA DELTA PHI SORORITY, INC. | PITTSBURGH, PA

Sisterhood Chair

August 2012 – May 2013

- Organized annual formal banquets and quarterly sisterhood events accommodating up to 50 people
- Monitored budget of \$2,500, secured location, negotiated menu and price, advertised events online and offline

Choreographer

January – May 2011

- Choreographed dance productions for annual cultural and charity events
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## SKILLS

- **Language:** Fluent in Korean
  - **Technical:** Advanced Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Microsoft Word, Adobe Photoshop, HTML, CSS
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## ACTIVITIES

- Alpha Kappa Delta Phi Sorority, Inc.
- Lunar Gala (Fashion Show)

January 2010 – December 2014

August 2012 – March 2014