

CINDY DAYOUN CHUNG

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EDUCATION

University of Illinois Urbana-Champaign

M.S. in Information Management, GPA: 3.83/4.0

Champaign, IL

Expected May 2026

- Relevant Coursework: Information Modeling, Database Design Prototyping, Data Visualization, Sociotechnical Info Systems

Sookmyung Women's University

B.A. in Japanese Studies, Bachelor of Business Administration, GPA: 3.69/4.0

Seoul, Korea

August 2019

PROFESSIONAL EXPERIENCE

CJ Foods, Bibigo Brand (Cheiljedang)

Seoul, Korea

Human Resources Specialist

March 2021 – March 2023

- Analyzed 8,000 employees' training data on SAP and Excel annually; enhanced training strategies and allotted budgets effectively.
- Implemented and led a Python training program for 100 senior sales staffers on using in-house sales big data for decision-making, contributing to a 20% increase in holiday gift set product sales.
- Established and oversaw a data visualization training program on MS Power BI to supervise product profit and loss management for 40 junior marketing associates; formulated winter sales strategies for 40 products with 50%+ exceeding the sales targets.
- Designed metaverse classrooms in Gather Town, Zepeto, and ZEP using Adobe Photoshop to plan and execute a 3-week virtual onboarding program for 300 new hires; achieved a 90% cost reduction while maintaining satisfaction survey scores.
- Created and integrated an OJT process management platform with the Learning Management System (LMS) for 300 campus recruits' rotational schedules; achieved a 30% increase in work efficiency and enhanced the trainees' convenience.
- Conceptualized an online training program on the in-house value chain (Sales, Marketing, Administration, R&D, Technicians) for all 8,000 employees using LMS; achieved a 60% participation rate by enabling flexible access.
- Instituted an automated talent profile classification system on SAP and Excel for 300 team leaders' communication with the CEO.

Recruitment Project Specialist

June 2020 – March 2021

- Streamlined HRIS database operations by processing 10,000+ candidate records and developing automated Excel-based reporting workflows
- Collaborated with system developers to assist in building an AI-based job application screening system, reducing application review time and panel workload by 50% through automation

CJ Foods (Cheiljedang)

Incheon, Korea

Human Resources Management Specialist

July 2019 – June 2020

- Evaluated monthly workforce productivity on HRIS and Excel; calculated/adjusted staffing and work hours per product process unit, reducing labor costs by 10%
- Conducted people analytics for a 300-member factory workforce on age, seniority levels, talent, and positions, and designed and implemented five-stage programs based on the results; received the Excellence Award from the CPO for enhancing team morale
- Collaborated with the production team to adjust workforce planning strategies by analyzing real-time productivity data, optimizing staffing levels and work schedules to enhance operational efficiency

PROJECTS

Data Analysis of Early Job Change Reasons Among College Graduates

July 2023 – October 2024

- Collected and processed large-scale employment survey data (24M+ records) using SQL and Python, ensuring data integrity and consistency, which aligns with the role's focus on managing offer documents and metadata
- Performed exploratory data analysis (EDA) using Python (pandas, matplotlib) to identify key trends in job transitions, showcasing strong analytical skills
- Optimized data processing workflows, improving efficiency in handling structured datasets, directly contributing to process automation and operational performance analysis

SQL-Based Data Analysis for Business Performance Optimization

May 2023 – July 2023

- Analyzed customer acquisition and transaction data using SQL, identifying key data patterns to optimize business decisions
- Cleaned and transformed large datasets with SQL ETL processes, improving database performance for analysis
- Developed automated SQL queries to aggregate data, enhancing workflow efficiency and process improvement

SKILLS

Software: Microsoft Office, SAP, Oracle (HR ERP), Python, SQL, Tableau (proficient), Adobe Photoshop (novice)

Language: Native Korean, Fluent Japanese