

# SEONGJAE (JOHN) LIEW

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## EDUCATION

**University of Southern California, Marshall School of Business** – Los Angeles, CA

**December 2024**

*Master of Science in Business Analytics (STEM)*

- High Tech Association

**Sungkyunkwan University** – Seoul, Korea

**February 2023**

*Bachelor of Science in Systems Management Engineering (Industrial Engineering)*

- Academic Excellence Scholarship Recipient; Dean's List; GPA 3.5/4.0
- Executive Board, Engineers Honors Society; Team Captain, Basketball Club; MVP, National Basketball Championship

## EXPERIENCE

**MadUp** – Seoul, Korea

**May 2023 – June 2023**

*Data Analyst Intern*

- Developed data pipelines using JavaScript and Google Analytics and optimized data processing and ETL procedures, improving data quality by 18%
- Implemented Tableau dashboards to analyze marketing metrics, increasing click-through rate performance by 20%
- Collaborated with technical and non-technical stakeholders, communicating technical concepts and generating actionable strategic insights for non-technical audiences

**Do-Eat** – Seoul, Korea

**August 2022 – September 2022**

*Data Analyst Intern*

- Analyzed performance metrics by extracting user behavior data using SQL, increasing client retention performance metrics by 7%
- Conducted A/B testing, funnel analysis, and cohort analysis, delivering 10% increase in purchase conversion performance metrics
- Collaborated cross-functionally in a fast-paced agile environment to initiate strategic long-term growth discussions with key stakeholders

**Republic of Korea Air Force**

**August 2017 – July 2019**

*Discharged as Sergeant, Aircraft and Pilot Transportation Department*

- Led 15-member transportation squad and collaborated with U.S. Air Force, managing combined combat training responsibilities to enhance unit performance capabilities
- Volunteered 2-month flood recovery civilian support efforts, delivering time-sensitive humanitarian aid to over 2,000 impacted individuals

## ANALYTICS PROJECTS

**USC MSBA Case Competition**

**November 2023**

*Semi-Finalist*

- Collaborated with cross-functional, multicultural team, analyzing spatial data using BI tools to determine optimal warehouse location, assessing performance metrics including cost reduction, competitive landscape, and market fit
- Presented insights to key strategic stakeholders using data-driven analyses and visualizations

**Data Analysis Competition**

**July 2020 – December 2020**

*Finalist*

- Conducted comprehensive analysis of time series data from four sensors within a nuclear power plant, utilizing advanced machine learning algorithms (SVM, CNN)

## SKILLS & INTERESTS

- **Technical Skills:** Python (TensorFlow, Scikit-learn, Pandas, NumPy, Seaborn, Matplotlib), R, SQL, NoSQL, PostgreSQL, AWS Redshift, Apache Airflow, Tableau, Redash
- **Software Tools:** Git, Slack, Notion, JIRA, Confluence
- **Interests:** Traveling, Athletics (Basketball, Cross-Fit, Surfing), Reading Psychology Books