

Jee Hun Kang

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Data-driven Analyst/Engineer with extensive experience in leveraging SQL, Python and Tableau to provide decision making insights to stakeholders. Adept at communicating complex concepts to both technical and non-technical stakeholders.

EDUCATION

Fordham University – M.S. in Data Science, New York

Sep 2021- May 2023

- Recipient of GSAS centennial scholarship (awarded to the top 5% of the class)
- Recipient of 2022 summer research fellowship (highly selective research fellowship provided to M.S. and Ph.D. candidates)

Baruch College – B.B.A in Marketing Analytics, New York

Aug 2015 – May 2020

- Honors: Cum Laude

WORK EXPERIENCE

Dashing Diva Remote

Dec 2024 – Present

Analytics Engineer @Data Science & Engineering Team

- **Own and lead the end-to-end developments of B2B, B2C, and Executive dashboards in Tableau and Apache Superset**, delivered weekly to the CEO, CSO, and senior leadership to support strategic decision-making across product, marketing, and merchandising.
- **Apply Medallion Architecture (Raw > Bronze > Silver)** to manage layered data quality, proactively identifying and correcting discrepancies and missing records at the source level to maintain reporting trustworthiness.
- **Leverage advanced SQL daily to extract, preprocess, and transform data**; serve as the primary SQL expert on the team, writing complex queries and optimizing logic for performance and accuracy.
- **Engineer robust data workflows** using BigQuery, AlloyDB, and Dagster to enable real-time reporting, monitor pipeline health, and orchestrate reliable data ingestion processes.
- **Build and maintain scalable ETL pipelines** in Python for both e-commerce (Shopify API) and marketing platforms (Google Ads, Meta, TikTok, Pinterest, etc.), automating multi-channel data ingestion and improving data accuracy and reporting efficiency.

Big Huge Games/Xsolla Remote

April 2023 – Dec 2024

Data & Marketing Analyst I @Data Team

- **Leveraged Python and SQL using Snowflake** to manage complex databases with 3,000+ views/tables/tasks, build ETLs, and merge data from 25+ marketing networks, including Google Ads and Ironsource.
- **Partnered with Product Managers** to understand players and define game and product goals, aligning analytical efforts with business objectives.
- **Utilized Tableau** to create and maintain 35+ marketing dashboards, 10+ product KPI workbooks, and 50+ other workbooks, delivering clear and actionable insights to product and marketing teams.
- **Performed extensive SQL query optimization**, achieving a 50% reduction in overall query runtime by implementing strategies such as merge insert tasks, indexing, query restructuring, and partitioning.
- **Debugged** complex queries with 20+ CTEs, ensuring accurate and expected outputs.
- Built and maintain **predictive models** to define key metrics such as LTV, ROAS, and CPI, guiding marketing spend and performing daily revenue analysis.
- **Developed SQL-based cheater detection tools** with over 90% accuracy, widely adopted to maintain data integrity across the company.

Naver Z (ZEPETO) Remote

May 2022 – Feb 2023

Data Analyst @ Gaming Team (started as an Intern, but converted to a Full-Time employee)

- Worked with engineering and product teams to add trackable events on Amplitude.
- Collaborated with external game developers to provide actionable insights to increase retention based on data.
- Analyzed data from 300M+ users to find insights and suggested strategies to various departments within the company.
- Wrote SQL queries using log data to identify key metrics such as LTV, ARPPU, and other critical performance indicators.
- Created data pipelines for multiple projects using a combination of Amplitude, SQL, and Python.
- Developed 30+ Tableau dashboards to track the weekly performance of external developers.
- Generated and updated 40+ dashboards for various Task Force projects, including US KPI metrics, using Amplitude.

LG Household & Health Care New York, NY

Jan 2020 – June 2021

Digital Marketing/E-Commerce Analyst

- Analyzed sales data for all SKU's and revenues in +500 Sephora/Ulta stores in the U.S through data cleaning

RESEARCH EXPERIENCE

Graduate Machine Learning Researcher at Fordham University (Adviser: by Dr. Zhao)

May 2022 – MAY 2023