BORAM HWANG

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PROFESSIONAL EXPERIENCE (FULL-TIME)

META PLATFORMS   **Menlo Park, CA**
Data Scientist || Messenger Data Analytics Team   Jun 2024 – Present
- Worked with cross-functional teams (Product, Design, User Experience Research) to launch promotional campaigns, A/B tests
- Generated funnel analysis reports for Community Messenger products and reviewed experiment designs and interpreted results
- Created a global growth and quality expansion strategy for Community Messenger products using opportunity funnel analysis
- Technology Stack: Python, SQL, Deltoid, Dataswarm, Scuba, Hive, Presto, iData

CISCO SYSTEMS   **San Jose, CA**
Sr. Data Scientist - Analytics, Manager || Meraki Data Team | DNAC Product Team   Jul 2021 – Dec 2023
- Delivered data-driven leadership by providing actionable insights/solutions. Worked w/ Product/Engineering/CX Teams
- Created insightful metrics, designed hypothesis tests, conducted deep-dive research, and created dashboards to share information
- Researched adoption barrier ticket process, applied funnel analysis framework, created dashboard to monitor and reduce MTTR
- Modeled customer subscription renewal risk using multivariate regression model. Provided prioritization list for Sales Team
- Technology Stack: Python, SQL, Snowflake, AWS, Tableau, PowerBI, GA360, Salesforce, Gitlab, Gerrit, Confluence, Alation

SPIN - A FORD COMPANY (acquired by TIER MOBILITY in '22, acquired by BIRD RIDES in '23)   **San Francisco, CA**
Sr. Data Scientist - Algorithms | *Data Architect / Data Engineer* || Data Team   Jan 2020 – Jul 2021
- Worked w/ Ops/Strategy Teams to identify appropriate metrics, models, deep-dive research, visualizations, and GTM strategies
- Led Strategy Team to introduce a new complimentary product to market using data-driven techniques and visualization methods
- Built Deployment Optimization model. Modeled system as stochastic Poisson processes. Used dynamic programming algorithms
- Led Data Infrastructure Restructuring Project (migration from Mode to Looker). Improved data efficiency/quality/consistency
- Technology Stack: Python, SQL, GCP BigQuery, AWS, DBT, Kafka, Mode, Looker, DeckGL/KeplerGL/h3 mapping libraries

WALMART   **San Bruno, CA**
Data Science Manager || Global Cost Analytics & Pricing Team   Oct 2018 – Dec 2019
- Led end-to-end data project [Data(ETL)-Model(recommendation)-Execution(retail operations)-Reporting]. Used price elasticity
- Technology Stack: Python, R, SQL, Alteryx, Teradata, Oracle, Alation

ZAZZLE   **Redwood City, CA**
Data Analyst | *Data Engineer* || Data Team   Mar 2016 – Oct 2018
- Worked w/ Marketing Team to optimize ad spend (Google/Bing/Yahoo). Analyzed metrics (CTR, AOV, etc.). Designed AB tests
- Built demand forecasting models using regression and time-series models (ARIMA, ETS, STL); Generated Executive Reports
- Technology Stack: Python, SQL, Microsoft SQL Server Management Studio (SSMS), AWS Redshift, Excel VBA

LITEON   **Fremont, CA**
Director | *Advisor to the CEO* || Biz Dev & Sales Team | CEO's Office   Oct 2014 – Dec 2015
- Account Manager for Microsoft biz; Worked on special projects for the CEO; Worked as advisor on a potential M&A deal

FAIRCHILD SEMICONDUCTOR (acquired by ON SEMICONDUCTOR in '15)   **San Jose, CA**
Head of PMO | *Senior Manager* || Project Management Office (PMO)   Aug 2012 – Dec 2013
- Led post-merger integration projects spanning over 7 sites/5 countries. Devised suitable metrics & dashboards to track progress

TD SECURITIES (Investment Banking subsidiary of TD Bank)   **New York, NY**
Associate Trader || US Treasuries, Swaps, Agency Bonds Trading Desk | Forex Trading Desk   Jul 2010 – Jun 2012
- Made markets and managed portfolio risk of fixed-income products and derivatives (Treasuries, Agency Bonds, ED futures, IRS)
- Created analytics dashboards (correlation, rich/cheap analysis, etc.). Automated manual work using Excel VBA programming

SAMSUNG ELECTRONICS   **Hwasung, South Korea**
Assistant Manager || Biz Dev & Sales Team | Strategic Marketing Team   Jul 2003 – Nov 2007
- Managed global pricing strategy for Flash Memory products: components, memory cards (SD card), solid state drives (SSDs)
- Championed projects that required cross-functional (XFN) collaboration w/ Product, Engineering, Legal, and Marketing teams
- Created business/marketing strategy reports for executives/C-level. Presented potential M&A opportunities and ROI calculations
- Pitched/Executed new business models w/ strategic customers (Nokia), retails (Best Buy), cross-licensing customers (SanDisk)

SUMMER INTERSHIPS

BARCLAYS CAPITAL   **New York, NY**
Summer Associate Intern | Commodities (Crude Oil) Trading Desk   Jun 2009 – Aug 2009
- Created spreadsheets to monitor risk for commodity option traders. Analyzed correlation between asphalt and crude oil

STIC INVESTMENTS   **Seoul, South Korea**
Pre-MBA Associate Intern | Investing Team | Funding Team   Jan 2008 – Jul 2008
- Conducted due-diligence and valuations (DCF/comps/precedent transactions) for deals being considered
- Created pitch books for new funds. Created teasers and investment memorandums. Drafted term sheets

ACCENTURE   **Seoul, South Korea**
Analyst Intern | Resource Vertical Team   Apr 2003 – Jun 2003
- Participated in a 10-week process improvement (PI) project for LG Chemicals
- Focused on analyzing the marketing & sales process and identified areas of inefficiencies

GOOGLE   **Mountain View, CA**
Query Quality Rater | Part-Time Contractor | International Quality Assurance Department   Jun 2002 – Jun 2003
- Conducted Korean search query result quality ratings
- Conducted comparative analysis of search results between Google Korea, Yahoo Korea, and Naver

ACUSON - A SIEMENS COMPANY   **Mountain View, CA**
Summer Intern | e-Processes Team   Jun 2002 – Aug 2002
- Worked on modeling a web-based document handling e-process system for processes, purchase requests, training, etc.

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA   **Philadelphia, PA**
MBA; Double Major in Statistics and Finance   Sep 2008 – May 2010

STANFORD UNIVERSITY   **Stanford, CA**
MS in Management Science & Engineering; Major in Finance & Economics   Sep 2001 – Mar 2003

YONSEI UNIVERSITY   **Seoul, South Korea**
BS in Civil Engineering   Mar 1998 – Feb 2001

ADDITIONAL INFORMATION

- **General-Purpose Programming Languages:** Python (main), R, Java, C++, Matlab, Fortran, Visual Basic
- **Mathematical/Statistical Methods Libraries:** numpy, scipy, statsmodels, sklearn, pulp
- **Machine Learning Methods Libraries**: tensorflow
- **Visualization Libraries**: matplotlib, seaborn, bokeh, datashader, holoviews, ggplot2
- **Data ETL Libraries**: airflow, pandas, dask, datetime, pytz, pendulum, re, bs4, requests, collections, dplyr,
- **Data ETL Tools/Platforms**: Alteryx, DBT
- **Network Libraries**: networkx, jgraph, neo4j
- **Geospatial Libraries**: geopy, geopandas, shapely, descartes, pygeohash, h3, keplergl
- **NLP Libraries**: nltk
- **Data Warehouses / Databases / Platforms**: AWS, GCP, Azure, Snowflake, Google Analytics, Salesforce, Marketo, AdWords
- **Database Query Languages:** SQL (MySQL, PostgreSQL, SQL Server, Oracle PL/SQL, Teradata, BigQuery), Access
- **Presentation and Visualization Programs:** Tableau, Mode, Looker, SiSense, MS Office Suite (Excel, Powerpoint, Word)
- **Certificates & Membership:** Series 7, Series 63, FRM, CFA (Level-1), Google AdWords Certification
- **Languages:** English (native fluency), Korean (native fluency), Japanese (basic)
- **Interests & Hobbies:** new technology, machine learning, algorithmic trading; jogging, tennis, poker, chess
- **Other:** Member of Mensa, Member of Board of Directors of Axis HOA (position: Treasurer)