Da Som Lee

412-202 Dogok Rexle Apt., Dogokdong, Gangnam-gu, Seoul, South Korea
821021074640 · dsl350@nyu.edu · https://dldasomlee.github.io

EDUCATION

Korea University Institute for Continuing Education   Seoul, South Korea
- Coursework in Linear Algebra and Introduction to Probability and Statistics   *Jun – Aug 2016*

NYU Steinhardt School of Culture, Education, and Human Development   New York, NY
- Bachelor of Science in Media, Culture, and Communication   *Dec 2013*

University of Washington in Seattle   Seattle, WA
- Bachelor of Arts in Communication (Intended), Dean's List   *Sept 2010 – Jun 2011*

WORK EXPERIENCE

Google   Seoul, South Korea
Account Coordinator, Large Customer Sales, Finance/Telecom/Travel/Movie Vertical   *Aug 2015 – Oct 2016*
- Consolidated Google internal search tool and YouTube data set to build a predictive model for major advertisers and created competitive brand positioning via the analysis of new market which generated $3M increase in revenue
- Investigated the effect of shifting ad spending from TV to YouTube on audience reach via meta-analysis with Data Analyst and Engineers and drafted proposals for key clients to allocate $10M+ financial plan onto digital advertising
- Examined 100K of web behavior information about consumers' conversion paths with software engineers; identified opportunities to improve online lead generation; and increased selling on display ads by 40% over the previous year
- Designed a campaign evaluation tool to track the weekly revenue and business growth of 70 customers in real-time
- Advised on 150+ technical solutions per week across all products to media agencies resulting in 95% client satisfaction

The Clinton Foundation   New York, NY
Clinton Global Initiative University (CGI U) Intern   *Jan – May 2015*
- Converted nine years of the project record into a database for Chelsea Clinton to facilitate information sharing meetings
- Collected CGI U mobile app usage statistics, conducted usability testing, and checked the feasibility of the new features
- Edited 1,000+ student service initiatives into succinct memos that were announced by the CGI leadership (Bill, Hillary, and Chelsea Clinton) at a global annual meeting and published exceptional commitments on the official website

TED   New York, NY
TEDx Talk Screener Intern   *Sept – Dec 2014*
- Devised a content quality tracking strategy for Screeners that effectively saved 15% of time spent on evaluating talks and reviewing the license agreement renewals, thereby achieving a timely completion of 350 videos weekly
- Translated hundreds of Korean, Chinese, and Japanese talks into English to be assessed by Screener Coordinators

PROFESSIONAL DEVELOPMENT

Research Assistant, Department of Mathematics, Korea University   *Aug – Oct 2016*
- Gathered and interpreted price elasticity, production cost, and volume of financial product data to formulate a product pricing model in a competitive financial market and presented development progress weekly to the research team

Independent Project—Predicting User Preference for Movies   *2016*
- Analyzed 1,000+ data set consisting of movie reviews; built an analytical model in Python to estimate users' movie preferences by implementing the Naïve-Bayes algorithm; and achieved 5-fold cross validation accuracy of 95%

Certificate   *2016*
- UC Berkeley Extension: Java: Discovering Its Power
- edX, Coursera, Udemy: Machine Learning, Text Mining and Analytics, Multivariable Calculus and five other courses

SKILLS & ADDITIONAL INFORMATION

- Skills: Python (Scikit-learn, NumPy, SciPy, Pandas), Java, C++, R, SQL (SQLite, MySQL, PostgreSQL), Hadoop, MapReduce, Apache Spark, Hive, Tableau, MATLAB, Eclipse, MS Office, AdWords, YouTube/ Google Analytics
- Languages: Bilingual in Korean and English, intermediate in Chinese and Japanese
- Volunteer work: After-school support to instruct K-12 students in math (Chinatown YMCA at NYC/ Pipeline at Seattle)
- Interests: Writing, pottery (raised $1,000 by selling ceramics and donated funds to the Heifer International Organization)