







Seongeun (Elly) Han

Software Engineer with a Psychology Background






Education

- 2021 • M.S. In Computer Science
Georgia Tech (Expected)  Atalanta, GA
 - Area of Study: Machine Learning
- 2014 • M.A. In Psychology
Ewha W. University  Seoul, Korea
 - Area of Study: Consumer Psychology, Cognitive Science
- 2005 • B.A. In Advertising & Public Relations
Ewha W. University  Seoul, Korea

Experience

- 2020 | 2018 • Software Engineer (Self-Employed)
MFIT Lab  Seattle, WA
 - Building a stealth mode startup to provide digital psychological treatment for immigrants, expats, and international students with their native languages
- 2016 | 2015 • Senior Data Analyst
AIA  Hong Kong
 - Data Product Prototyping: conducted user research and prototyping for new freemium product to incentivize healthy habits with wearable devices
 - Business Intelligence: created unified dashboards from various analytics tools, internal log data, and survey data Growth: delivered \$5M budget optimization; improved the CPA by 25% across the media
- 2015 | 2011 • Lead Data Analyst
ZOYI  Seoul, Korea
 - Foot Traffic Analysis: interpreted IoT log data to spatial analysis dashboard such as store heat map and movement path
 - Data Stories: designed and executed analyses for PR stories
 - Growth: shipped bidding feature and a new product; grew MRR by 400%

Contact

 ellyhan@gatech.edu
 [ellysalley.github.io](https://github.com/ellysalley)
 [ellysalley](#)
 [ellys_alley](#)
 [ellysalley](#)

Language

R
Python
Javascript (d3.js, React, Node)
Scala
SQL

Made with the R package [pagedown](#).

The source code is available at
github.com/ellysalley/cv.

 [Download a PDF of this CV](#)

Last updated on 2020-03-06.

2010
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2007

Academic Audience Marketing Manager

Microsoft

📍 Seoul, Korea

- Evangelism: advocated MSFT's technologies to enthusiasts, students, and professors by presenting at conferences, videocasting, and writing articles
- Program Management: grew the DreamSpark subscription by 150%, ranked No. 3 worldwide; successfully launched the BizSpark subscription, achieved a 60% penetration rate using open data crawling and analysis
- Customer Satisfaction Tracker: attained the No. 1 position in Academia



Data Journalism Effort

2015

Smartphone Market Share Analyzed By Wireless Signal, Regional Difference Is Clear

CIO Korea

- Market share difference between Samsung and Apple based on wireless signal
- Press released, covered by 2 media outlets

2015

South Korea Retail Industry Struggles To Recover From MERS Outbreak

Maeil Business News

- Annalized foot traffic data for retail industry during the Middle East Respiratory Syndrome (MERS) outbreak
- Press released, covered by 11 media outlets



Publications

2016

Seongeun Han & Yoon Yang. Fitting Decision And Preference Consistency (In Korean).

Korean Journal of Consumer and Advertising Psychology, 17(3), 509-522

2008

Seongeun Han. Special Feature; Restoration Of Cultural Properties Through Microsoft PhotoSynth (In Korean).

Journal of Information Processing, 15(3), 60-62



Certificates

2018

Computer Science & Software Engineering

Lambda School

2017

Data Science Specialization

Johns Hopkins University on Coursera