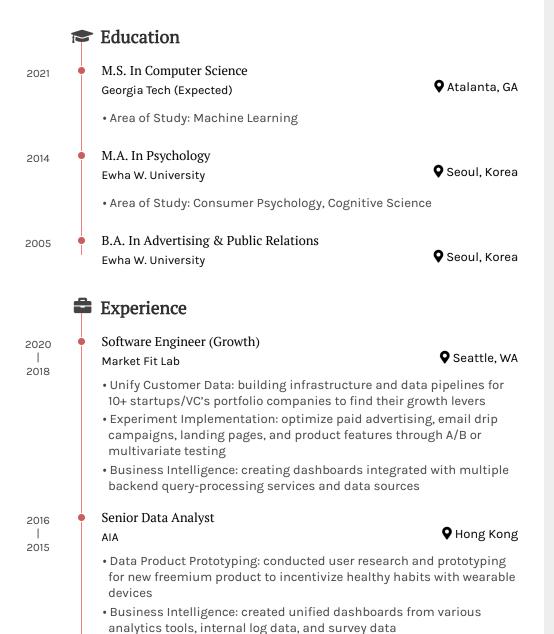
Seongeun (Elly) Han

Software Engineer with a Psychology Background



• Growth: delivered \$5M budget optimization; improved the CPA by 25%

across the media

Contact

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- **O** ellysalley.github.io
- ellysalley
- **y** ellys_alley
- **in** ellysalley

Language

Python

Javascript (d3.js, React, Node)

R

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 2020-05-13.

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%

2010 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

Teaching Experience

2020

Teaching Assistant

The Graduate School of Interdisciplinary Information Studies, CUK

- Spring 2020 TE011: Introduction to Big Data
- Spring 2020 ICO004: Information and informatics

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