Elly Han
Data Engineer

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Experience

Data Engineer, Market Fit Lab   06/2018 - Present, Seattle, WA

- Data engineering: building automated data pipelines, ETL scripts, and measuring the impact on metrics

- Growth: leading growth engineering efforts for 10+ startups including Samsung C-labs portfolio companies; reached a $100K MRR within less than a year

- Experiments: overseeing experiments design, build, QA, and release

- Business intelligence: creating dashboards integrated with multiple backend query-processing services and data sources

- *Tech stack: Python, SQL, Airflow, Google Cloud Platform, JavaScript*

Senior Data Analyst, AIA   09/2015 - 05/2016, Hong Kong

- Data Product Prototyping: prototyping for new freemium product to incentivize healthy habits through wearable devices data and partners' data

- Business Intelligence: created unified dashboards from various analytics tools, internal call center log data, and survey results

- Growth: delivered $5M budget optimization, CRO, and LPO; improved the CPA by 25% across the media

- *Tech stack: Java, R, Oracle SQL, Tableau, PowerBI*

Lead Data Analyst & CMO, Channel.io   05/2011 - 07/2015, Korea

- Built offline customer analytics: interpreted IoT log data to spatial analysis and data visualization such as store heat map and movement path

- Data Stories: designed and executed analyses for PR stories

- Growth: ran experiments, analyze result, and continues improvement; grew MRR by 400%

- *Tech stack: R, Python, D3, Tableau, Azure*

Audience Marketing Manager & Evangelist, Microsoft   11/2007 - 11/2010, Korea

- Evangelism: advocated MSFT's technologies to enthusiasts, students, and faculties 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

Publications

Seongeun Han & Yoon Yang. Fitting decision and preference consistency. Korean Journal of Consumer and Advertising Psychology, 17(3), 509-522   2016
Seongeun Han. Special Feature; Restoration of cultural properties through Microsoft PhotoSynth. Journal of Information Processing, 15(3), 60-62   2008

Education

Georgia Tech, Atlanta, GA
MS in Computer Science (Machine Learning), expected 2022

SDU, Seoul, Korea
BE in Computer Engineering, 2019

Ewha W. University, Seoul, Korea
MA in Consumer Psychology, 2014
BA in Advertising & PR, 2005

Certification

Mixpanel, San Francisco, CA
Certificate, Implementation Expert & Partner, 2021

Lambda School, San Ramon, CA
Certificate, Full Stack Web, 2018

JHU/Coursera, Mountain View, CA
Certificate, Data Science, 2017

Skills

Programming
Python
JavaScript (React/Node/D3)
HTML/CSS/SCSS
R
SQL

Tools
GCP / AWS
Airflow / Jenkins
Git
Amplitude / Mixpanel
Google Analytics
Tableau / Google Data Studio
redash / Mode Analytics