






# 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 (Growth)**  
Market Fit Lab  Seattle, WA
  - Unify Customer Data: building infrastructure and data pipelines for 10+ startups/VC's portfolio companies to find their growth levers
  - Experiment Implementation: optimize paid advertising, email drip campaigns, landing pages, and product features through A/B or multivariate testing
  - Business Intelligence: creating dashboards integrated with multiple backend query-processing services and data sources
- 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

## Contact

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 [ellysalley.github.io](https://github.com/ellysalley)  
 [ellysalley](#)  
 [ellys\\_alley](#)  
 [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](https://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