ERINA KIM

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EDUCATION

Master of Science in Business Analytics | University of Washington, Seattle   Jun. 2024
Bachelor of Arts in Linguistics & Minor in Informatics | University of Washington, Seattle   Jun. 2022

SKILLS

Technical: Java, Python, SQL, Excel, R, Tableau, Flask, Heroku, Power BI, Smartsheet | **Language**: Korean, English

PROFESSIONAL EXPERIENCE

Data Governance Project Manager | Appen Butler Hill – Seattle, Washington   Aug. 2022 - Mar. 2023
- Collected 1k hours of conversation from 6 languages and examined **data quality** issues within the iOS Translate app.
- Held 70% responsibility of the progress in the U.S. and ensured the **data ethics** and timely communication to managers.

B2B Generative AI Specialist | Kakao Enterprise Co. – Pangyo, South Korea   Feb. 2021 - Jul. 2021
- Optimized AI prompts to systematically tailor and help small businesses enhance customer interactions through mobile.
- Improved the Natural Language Understanding of the chatbot to a **95%** accuracy in human language intent recognition.
- Worked cross-functionally with **engineering**, **compliance**, and **legal** departments for the safe and ethical solution.

Legal Chatbot Builder | SK Telecom – Seoul, South Korea   July. 2020 - Jan. 2021
- Launched the company's first **legal** chatbot using the **LLM**, in partnership with the R&D and **legal** product team.
- Assisted with **AI tool evaluations** and firm-wide deployments by creating auto-error tracking dashboard via **Excel**.
- Reached the monthly usage of **1.5M** interactions of the chatbot, with the dashboards in the format of **CasePoint**.

ADVANCED ANALYTICS PROJECT

Legal Chatbot for Washington State Residential Tenant-Landlord Act   Jun. 2024
Legal Analyst | Python, Heroku, HTML Editor, Flask
- Created a **RAG** interactive chatbot on html using Flask, Python, and **GPT-3.5**, deploying it on Heroku for query retrieval.
- Vectorized text with **NLP** libraries like **HuggingFace Embeddings** and **LangChain** to process the docs with 10K+ words.
- Enabled the feature for future chatbots to process unfamiliar **legal** documents, including litigation, attorney, civil law, or suit.

SalesForce Customer Success Score   Mar. 2024 - Jun. 2024
Data Scientist | Sponsored by *SalesForce* | Python, Excel, Tableau, Jupyter
- Analyzed and visualized the dataset of 100k customers scored by 10 **CRM** signals, reframing the customer interaction KPI.
- Delivered 30 mins presentation to **6 data scientists** on key factors of each feature and prediction for next 12-months activity.
- Ensured the relationship and fast delivery for a set of institutional **clients** and deliverables by leading a weekly meeting.

Customer Chatbot Sentiment Analysis through Machine Learning   Mar. 2024
Individual Project | *Amazon Customer Review* | Python, Google Colab
- Adopted 3 **NLTK** methods to predict the sentiment of 10k rows: polarity, word tokenization, and sentiment intensity score.
- Trained the dataset with Word2Vec and evaluated the **model performance** to solidify the chatbot strategy: metrics include Logistic Regression, Heatmap, Correlation Map, F1 score, resulting in **83%** accuracy and **0.91** Area under the ROC Curve.

1st place at Russell Investment International Case Competition   Nov. 2023
Marketing Consultant | Sponsored by *Russell Investments* | Excel
- Ranked **#1** in 10 mins presentation of the go-to-market (**GTM**) strategy for NotCo, an AI-crafted milk substitute brand.
- Adapted statistical models to predict the market growth rate for 10 years and calculated the revenue based on the market size.
- Crafted solutions for compliance risk assessments of AI, including **MOU, DSA, NDA,** and International **Trade** documents.

ConcertMate App Solution Design at the Dempsey Startup Competition   Mar. 2023
Product Manager | Sponsored by *UW Buerk Center for Entrepreneurship* | Figma
- Led the E2E business development process of the app by conducting market study, client outreach, and competitor research.
- Reached **250** responses for the market survey in 3 days and analyzed preference for in-app purchase and end user certificate.
- Drafted data protection policies, ensuring compliance with **GDPR** and **CCPA** for user **data security** in app development.