Hyun Ji Lee

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EDUCATION

University of Illinois at Urbana-Champaign, Gies College of Business Champaign, IL
Master of Science in Business Analytics (STEM designated program) May, 2024
Ewha Womans University Seoul, Korea
Bachelor of Arts in Business Administration, GPA: 3.86/4.30 (*magna cum laude*) Feb, 2023
Dean's List on Fall 2018, Spring 2019, and Fall 2020
Mills College at Northeastern University Oakland, CA
Exchange Student, Majored in Liberal Studies, GPA: 3.74/4.00 Feb, 2020

EDUCATIONAL TRAINING

US Certified Public Accountant (CPA) certification June 2022
Passed all sections of the Uniform CPA Examination (License Pending), FAR: 89, AUD: 84, REG: 82, BEC: 93

PROFESSIONAL EXPERIENCE

Korea Information Engineering Services Seoul, Korea
Strategic Management Department Intern Jan 2021 – Feb 2021
- Prepared financial records and posted journal entries using Excel
- Developed the online shopping website and allocated budgets for the project
- Consulted business ideas for online shopping mall product sales and inspected related laws and regulations

Kubè Nice Cream Oakland, CA
Marketing Project Team Intern Sep 2019 – Dec 2019
- Analyzed advertisement data such as gender ratio, age range, click-through rates, and average advertisement view time
- Increased the number of followers by 17% through executing social media advertisements
- Performed business persona creation, SWOT analysis, and 4P strategy analysis to analyze the target market
- Collaborated with 4 team members and suggested future social media advertisement proposals

RESEARCH EXPERIENCE

Project leader of *Bankruptcy Prediction Model Construction* Sep 2020 – Dec 2020
- Conducted machine learning via artificial neural network and decision tree model techniques and compared the results
- Trained the model with 48 variables from more than 1,000 companies and applied it to new data using SPSS

Project leader of *Virtual Corporation Database Construction* Mar 2019 – June 2019
- Programmed a relational database consisting of 9 tables and 100+ records using SQL
- Established business rules and managed them using Access
- Formulated differentiation plans and created a website using HTML

Project leader of *Virtual Company Simulation* Mar 2019 – June 2019
- Enhanced operation efficiency by reducing queue time and adjusting workload/schedule using ARENA simulation
- Assessed sensitivity of input variables such as frequency of customer arrival and customer demand in the analysis

ACTIVITIES AND LEADERSHIP

President, *Doottoo - Student Hobby Club, Seoul, South Korea* Feb 2018 – Jul 2019
- Founded and operated the club and implemented the club policies
- Recruited new club members and improved teamwork and participation among members through group activities
- Organized club events and arranged weekly/monthly meetings

Member, *HyangYoung - United Business Academic Club, Seoul, South Korea* Mar 2017 – Feb 2018
- Won the monthly start-up project competition and the group communication/teamwork prize
- Directed business-related events such as CEO interviews and three-minute speech competitions as a group leader
- Led the event planning for a gathering of 300+ members during the homecoming day
- Coordinated club promotions using marketing materials, resulting in the highest number of applicants

Officer, *Student's Association - Ewha Womans University Student Council, Seoul, South Korea* Dec 2017 – Feb 2018
- Designed and distributed the club pamphlets and promoted the visiting day via social media
- Organized and guided the visiting day for freshmen and mentored 30 freshmen

SKILLS AND LANGUAGES

Software: R, SQL, AWS, Wolfram Mathematica, HTML, SPSS, ARENA simulation, Microsoft Office
Language: Korean (Native), English (Fluent)