

Heewon Hwang

heewon0120@yonsei.ac.kr · github.com/heewonh · linkedin.com/in/heewonhwang

EDUCATION

Yonsei University <i>B.B.A. with AI Concentration Major (GPA: 4.13/4.30)</i>	Mar 2020 – Feb 2025 (expected) <i>Seoul, Republic of Korea</i>
American International School Chennai <i>International Baccalaureate: 44/45, Student Council President</i>	Jan 2011 – May 2019 <i>Chennai, India</i>

RESEARCH INTERESTS

Asset Pricing, Investments, Financial Machine Learning

EXPERIENCE

Yonsei University School of Business <i>Undergraduate Research Assistant (Advisor: Jun Kyung Auh)</i> <ul style="list-style-type: none">Developed a program to gather and preprocess financial data from over 300,000 ELS products, utilizing open API from the Korea Securities Depository to contribute in a study on the fundamental design of Korean ELS products.Assisted data collection on the impact of natural disasters as systematic risk on municipal bonds using Bloomberg and AutoIt scripts.	Feb 2024 – Present
Levit (Alwayz), E-commerce Startup <i>Marketing Intern</i> <ul style="list-style-type: none">Pioneered a viral item discovery methodology leveraging NAVER Datalab shopping search data to identify trending products appropriate for in-app promotions.Conducted user interviews to gather insight on influential online communities and sources of virality among stay-at-home moms.	Jul 2022 – Aug 2022
Military Service <i>9th ammunition depot of the Republic of Korea Army</i> <ul style="list-style-type: none">Performed inventory management tasks for all ammunition storage units using the Defense Logistics Integrated Information System and inventory simulator.	Mar 2021 – Dec 2021

HONORS AND AWARDS

Fulbright Graduate Student Program Award <i>Scholarship awarded to roughly 40 students in Korea</i>	2025 (expected)
Yonsei AI Concentration Major Scholarship	2023 – 2024
Yonsei Merit-based Scholarship	2022, 2024
High Honors, Yonsei University <i>Students within top 3% of the students in their respective grade and field of study/college</i>	Mar 2022
Yonsei Business School Scholarship for Outstanding Student	2022
IHEI Scholarship <i>Awarded with Kkomzirock Startup Team</i>	2022
4th Place, IHEI Winter Workstation <i>Startup contest hosted by Yonsei Institute for Higher Education Innovation</i>	2020
Honors, Yonsei University <i>Students within top 10% of the students in their respective grade and field of study/college</i>	Aug 2020

EXTRACURRICULAR ACTIVITIES

Yonsei Investment Group, *Finance Society*

Mar 2023 – Nov 2023

Quant Team Lead (Jul – Nov, 23)

- Created and led the team in reproducing fundamental finance theories including Modern Portfolio Theory (MPT), Post Modern Portfolio Theory (PMPT), and the 3-Factor Model with Korean stock market data.
- Advanced to the 2023 DB GAPS Competition finals with an asset allocation strategy based on enhanced versions of MPT.

Junior Analyst (Mar – Jul, 23)

- Collaborated on bi/triweekly analyst reports, pitch books, and valuations (DCF, Multiples) of companies including JYP Ent., Chunbo, Vatech, and Lunit.
- Conducted individual research on Cheryong Electric, forecasting the growth of electric utilities and transformers.

180 Degrees Consulting

Mar 2022 – Dec 2022

Branch President (Jul – Dec, 22)

- Led the first in-person semester post-Covid, including general meetings, workshops, and case competitions for 15 student consultants to develop essential skills such as framework thinking and pitch book formatting.
- Contracted with 6 social enterprises for pro bono consulting projects, leading projects for Thamon with a social media marketing campaign and CUECLYP with website design consultations.

Student Consultant (Mar – Jun, 22)

- Surveyed university students on potential marketing campaigns for Code Green, a sustainable apparel startup.
- Participated in internal CBS case competitions concerning IKEA and Pandora.

Yonsei Computer Club

Mar 2022 – Dec 2022

Member

- Participated in study groups taking online courses on Python and HTML/CSS.

Kkomzirock, *Startup Team*

Mar 2020 – Dec 2022

Founding Member

- Co-developed [EAGLOO](#), an online study cafe, and [Yonsei Wiki](#), a student SNS platform MVP, addressing student needs for online interactions amid Covid-impacted semesters.
- Competed in multiple startup contests, such as 2022 IHEI Workstation, 2020 IHEI Winter Workstation, and 2020 Yonsei-Nexon RC Creative Platform.

Tutoring

Jul 2020 – Aug 2024

Tutor

- Tutored a total of 7 students, each in different courses or tests.
- Subjects taught: IB Chemistry, General Chemistry, SAT, TOEFL, TOEFL junior.

SKILLS

Programming: Python, R, Java, HTML/CSS

Database: WRDS, FnDataGuide, Quantiwise

Languages:

- Korean: Native
- English: Fluent (GRE: Verbal 166/170, Quant 167/170, Analytical Writing 4.5/6, TOEFL: 118/120)
- Spanish: Intermediate (IB Spanish SL: 7/7)

Hobbies: Basketball, [Sketching](#)