**HYERAN PARK**

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SUMMARY OF QUALIFICATIONS

Articulate graduate in *Business Analytics* with two years’ experience in international business development and strategic planning. Offering expertise in qualitative and quantitative data analysis and market research coupled with project management skills. Well trained in using tools/techniques for data processing, analysis, and visualisation. Looking to utilize my existing skill set to increase profitability of organisation.

EDUCATION

Sep 2017 **University of Liverpool**, England, UK

– Dec 2018 ***MSc*** *in* ***Business Analytics and Big Data***

GPA 68.67/100

*Vice Chancellor Scholarship* recipient

Jan 2011 **University of Houston**, Texas, USA– *Dual Degree from Kyung Hee University*

– Aug 2013 *B.Sc in Hotel & Restaurant Management*

Mar 2005 **Kyung Hee University**, Seoul, Korea

– Aug 2010 *B.B.A. in Tourism Management*

GPA 3.94/4.5

ACCOMPLISHMENTS

Oct 2019Completed the course of **Smart Cloud IT Master** at Korea International Trade Association

– Jul 2020

I created two of full-stack web applications based on Java-Spring Legacy. One of them is McDelivery website clone and the other one is for restaurant search service. I learned to build responsive web layouts by using HTML/CSS, Vanila JS and to use the library and frameworks for Front-end side including jQuery, ajax, and Bootstrap. I gained the knowledge of Java OOP, Spring MVC, MyBatis, Apache tomcat, SQL, and Oracle DBMS for Backend development.

Jun 2019Completed the programme of **Industry Expert for Big Data Analytics** at Korea Data Agency

– Sep 2019

I collaborated with Wordvice, a company servicing for proofreading and editing documents. As a part of team of 5, I developed a solution to check and correct academic English composed by non-native English speakers. It expanded my knowledge of statistics, machine learning, and data analytics.

Jun 2018 **Application of Big Data in Waste Minimisationof Food Supply Chains**

– Sep 2018

Primarily via *social media analytics*, I developed a decision supporting system to address the dynamics of the food supply chain and control the causes of food waste along with it. In order to read and analyse consumer behaviour from *Twitter* data, multiple data mining techniques (content analysis, sentiment analysis) and applications (Hadoop, Storm, R) were employed.

CORE SKILLS

**TECHNICAL SKILLS**

* MOS Master certified in Excel, PowerPoint, Word, & Outlook
* Programming Languages: Java, PHP, Python, R, SQL
* Tools and Others: Spring Legacy, Linux/Unix, Git, AWS, Hadoop
* Other Software: Tableau, Google Analytics – GAIQ certified

**LANGUAGES**

Native in *Korean*, Fluent in *English* (IELTS certified; Score 7, TOEIC 940)

WORK HISTORY

Nov 2020 **SPREATICS** Seoul, South Korea

– Feb 2021 **Intern / Development & Operation**

* Assisted in creating website layout/user interface by using HTML/CSS, JavaScript.
* Supported coding-on LMS platform maintenance and operation.
* SW/coding education content creation and refactoring.
* Conducted research on edutech business opportunities and wrote prososal documents.

Aug 2015 **WINDAMP CO., LTD.** Seoul, South Korea

– Aug 2016 **Assistant Manager / International Business Development**

* Contributed to the establishment of sales & marketing strategies for target markets or new products by carrying out initial research & analysis of the market environment & forces.
* Achieved a full container order from Europe worth $70K and secured additional sales from online marketplaces (mainly from Singapore and USA), instrumental to a 300% increase in revenue growth over the previous year.
* Expanded the company’s client base by 100% by adding 300 dealers/buyers to the list.
* Improved process efficiency & accuracy by creating a manual & checklist for exhibition participation from preparation to post-implementation.
* Implemented initiatives to develop online global channels, adding efforts to generate leads & traffic with SEO, SEM, & SMM through Google Ads & Analytics.

Sep 2014 **THOMAS CONSULTANTS AP** Seoul, South Korea

– Dec 2014 **Research Assistant / Strategic Planning**

* Assisted with conceptualising strategies for the renewal project of a zone of the Korea’s largest theme park & resort by creating analysis-documents of project-sites, consumer behaviours, etc.
* Conducted research on industry trends on a daily basis and shared the summary with the team to provide market insights.

May 2014 **WEAVERSMIND INC.** Seoul, South Korea

– Aug 2014 **Intern / Strategic Planning & New Business Development**

* Generated quantitative/qualitative data analysis and reasoned out costumer needs.
* Coordinated survey questionnaires for 200 & interviews for 20 people for the development of a new educational service package for primary school kids.
* Monitored online marketing performance and reported the numeric values of event pages & CTR (Click-through Rate) records.
* Initiated efforts to formulate more creative ideas and produce better performance by organising a study/discussion group with other interns, resulting in the lift of interns' capabilities & team spirit.