HYUN-BI "TRISHA" PARK

Los Angeles• (213) 234-8976 • hyun-bi.park.2024@marshall.usc.edu • linkedin.com/in/hyunbi-park • hyunbitrishapark.github.io

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA   **December 2024**
Master of Science in Business Analytics (STEM)
- **Relevant Courses**: Machine Learning, Advanced Regression, SQL Databases, Data visualization, Deep Learning
- **Membership**: High-Tech Association, Graduate Women in Business, Business Analytics Students Association

Korea University, Division of Business Administration – South Korea   **February 2016**
Bachelor of Arts in Business Administration, Minor: International Studies
- Conference Ambassador, Harvard Project for Asian and International Relations (HPAIR) – Cambridge, MA

TECHNICAL SKILLS & KNOWLEDGE

- **Programming Languages**: Python (Scikit-learn, Numpy, Pandas, Matplotlib, Seaborn, CVXPY), SQL, PostgreSQL
- **Tools:** Power BI, Tableau, MS Excel, Google Analytics, JIRA
- **Knowledge**: Supervised Learning (Regression, Classification), Unsupervised Clustering, Deep Learning, Time series analysis, Hypothesis Testing, Optimization Modeling (Scipy), Descriptive Statistics

EXPERIENCE

The Coca-Cola Company – South Korea   **March 2017 – July 2023**
Data Connection Analyst (Global Marketing Data Measurement and Partnership Team)   **January 2021 – July 2023**
- Generated insights for brand and channel managers by identifying key factors and trends affecting key metrics at SKU, package type, and sub-brand levels with Excel pivot tables and Tableau to help them drive business decisions.
- Enhanced data accuracy, consistently maintaining over 90% precision by validating data from 9 eCommerce channels, through cross-referencing with internal shipment records, rectifying discrepancies.
- Led quarterly trainings for 80+ participants on topics such as tracking methodologies, data interpretation, dashboard development, addressing queries, and coordinating local and global teams to enhance marketing and channel plans.
- Collaborated with approximately 30 team members spanning 16 countries on global-scale consumer data tracking projects; provided updates to direct manager and project managers headquartered in Atlanta.

Data Connection Manager (Integrated Marketing Communication & Digital Marketing Team) **March 2019 – January 2021**
- Created Power BI dashboard for internal stakeholders to easily consume transaction data by connecting CokePLAY data.
- Customized communication for segmented user groups using data analysis of demographics, visit frequency, purchase behavior, and cart data, contributing to a 2.4K increase in monthly shoppers.
- Leveraged and set up data tracking solutions and analytics tools: Sphere and Kochava, to manage first-party data collected from the 2019 CokePLAY, D2C mobile app and website, leading to monthly sales of about 170K USD.
- Planned and implemented various digital advertisements including A/B testing and SEO, sales promotions with targeted creatives, and specific consumer segmentation, resulting in 1.9M members in 2019 CokePLAY, a D2C mobile app.
- Revamped mobile app and website UI/UX by analyzing the customer journey funnel and partnering with cross-functional teams, resulting in a daily average of 27K store page visits and acquiring 460K monthly active users.
- Supported business decision-making by providing brand managers with regular social listening data reports, covering consumer reactions on social media and online communities to new products, competitors, and campaigns.

Assistant Digital Media Manager (Integrated Marketing Comm. Team) Contracted via Manpower **March 2017 – March 2019**
- Launched a 2017 CokePLAY as an engagement mobile platform by managing marketing activities for the Winter Olympics, achieved over one million downloads in a year, won the top-prized Online Advertising Award.
- Optimized advertising data from digital paid media to enhance the effectiveness and efficiency in developing and executing 30+ digital marketing campaigns for six major brands, including Coca-Cola, Sprite, Fanta, and Powerade.
- Planned and managed torch relay events with celebrities, recorded them for social media release, used Olympic torch relay and torchbearer stories, and achieved 8.3 million engagements in three months.

DATA ANALYSIS PROJECT

Supply Chain Analysis Project using ML in Python   **September 2023 – December 2023**
'Forecasting the duration of shipments time range and evaluating delay risk'
- Conducted in-depth Exploratory Data Analysis using Python to clean, preprocess, evaluate, and rectify anomalies, while applying feature selection to identify and utilize the most influential factors for enhanced model accuracy and efficiency.
- Developed predictive models using XGBoost, Support Vector Machines (SVM), and Neural Networks to estimate shipment time ranges, enhancing accuracy in forecasting delivery schedules.
- Employed Decision Tree, Logistic Regression, and Random Forest models for a binary classification problem aimed at evaluating the likelihood of delivery delays.