

HYUN-BI “TRISHA” PARK

Los Angeles, CA • (213) 234-8976 • hyun-bi.park.2024@marshall.usc.edu • [linkedin.com/in/hyunbi-park](https://www.linkedin.com/in/hyunbi-park)

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA
Master of Science in Business Analytics (STEM)

December 2024

Korea University, School of Business – South Korea
Bachelor of Arts, Business Administration, Minor: International Studies

February 2016

- Honors: Dean's List in Fall 2010

EXPERIENCE

The Coca-Cola Company – South Korea

Data Connection Analyst (Global Marketing Data Measurement and Partnership Team)

January 2021 – July 2023

- Provided insights and analysis to increase sales by identifying key factors and trends affecting performance, including weekly drinker metrics at SKU/ package type/ sub-brand levels
- Enhanced data accuracy, consistently maintaining over 90% precision by validating data from 9 eCommerce channels' websites, through cross-referencing with internal shipment records, rectifying discrepancies
- Led quarterly trainings for 80+ participants on topics such as tracking methodologies, data interpretation, dashboard utilization, addressing queries, and coordinating local and global teams to enhance marketing and channel plans
- Improved cost efficiency by achieving a 7% reduction in expenses, managing contracts through cooperation with a procurement team while prioritizing business needs via scrutiny of cost efficiency and evaluation of partner's deliverables
- Collaborated with approximately 30 team members spanning 16 countries on global-scale consumer data tracking projects, providing updates to direct manager and project managers headquartered in Atlanta

Data Connection Manager (IMC & Digital Marketing Team)

March 2019 – January 2021

- 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, D2C mobile app
- Leveraged and set up data tracking and analytics tools: Sphere and Kochava, to manage first-party data collected from 2019 CokePLAY, D2C mobile app and website, leading to a monthly sales of about 170K USD
- Revamped UI/UX of the mobile app and website by analyzing customer journey funnel, partnering with engineers, generating a daily average of 27K visits to the store page and acquiring 460K monthly active users
- 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
- Assisted internal stakeholders to consume transaction data easily by connecting CokePLAY data reports with Power BI
- 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 (IMC Marketing Team) – Contracted via Manpower Korea

March 2017 – March 2019

- Launched a 2017 CokePLAY as an engagement mobile platform by managing marketing activities for Winter's Olympic, 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

ANALYTICS PROJECTS

An analysis of online shopping environment's impact on purchase frequency

October 2023 – Present

- Identify specific factors which influence consumers' purchase frequency on Amazon by using Python with linear regression and ANOVA

SKILLS

- **Programming:** Python (Numpy, Pandas, Matplotlib, Seaborn, SciPy), SQL, Power BI, Tableau
- **Coursework:** Data Driven Decision Making (Probability and Statistics), Statistical Computing and Data visualization, The Analytics Edge: Data, Models, and Effective Decisions, Business Analytics

LEADERSHIP & SERVICE

- Conference Ambassador, Harvard Project for Asian and International Relations (HPAIR) – Cambridge, MA
- Membership: Graduate Asian Business Society (GABS), Graduate Women in Business – Los Angeles, CA