

Hyun-Bi (Trisha) Park

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EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA

December 2024

Master of Science in Business Analytics (STEM)

- **Honors:** Recipient of the Marshall MS Analytics Award Scholarship
- **Business Analytics Case Competition:** Partnered with ESRI software executives using spatial analysis to develop profitable solutions to expand the supply chain management firm's network, selected to the **semi-finals** over 30 teams.

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, NoSQL
- **Tools:** Power BI, Tableau, Google Analytics, JIRA, Microsoft Office, GitHub
- **Knowledge:** Supervised Learning, Unsupervised Learning, Time series analysis, Hypothesis Testing, Descriptive Statistics

EXPERIENCE

The Coca-Cola Company – South Korea

March 2017 – July 2023

Skills: SQL, PowerBI, Tableau, Google Analytics

Data Connection Analyst – Marketing Data Measurement and Partnership Team

(January 2021 – July 2023)

- Provided insights for brand and channel managers monthly by identifying drivers and detractors affecting key metrics with **Tableau** to help them drive business decisions.
- Conducted ad-hoc analysis at SKU, sub-brand, and off-premise/on-premise channel levels by utilizing internal shipment data and external data from Nielsen and local vendors, and provided recommendations based on the analysis.
- Led quarterly trainings for 80+ non-technical stakeholders on tracking methodologies, data interpretation, dashboard development, and addressing queries to empower them with a deeper understanding of the data.

Data Connection Manager

(March 2019 – January 2021)

- Created **PowerBI dashboard** to enable internal stakeholders to monitor business performance by connecting CokePLAY, D2C mobile app, and website reports.
- Customized strategies for segmented user groups through data analytics of demographics, visit frequency, purchase behavior, and cart data, contributing to a 2.4K increase in monthly shoppers by using **SQL**.
- Leveraged and set up the mobile app and web analytics tools: Google Analytics, Sphere and Kochava to manage first-party data collected from the 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.

Assistant Digital Marketing Manager (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, and 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

Predicting shipment time range and evaluating delay risk using ML in Python

September 2023 – December 2023

- 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.