



## JUNGHOON SUK (JASON)

Seeking a role in the field of data analytics with business and project management experiences

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Technical portfolio: github.com/jasonsuk  
Place of residence: Abu Dhabi, UAE  
Nationality: South Korea

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### Technical skills

Data analysis: spreadsheets, Tableau, Python (data modeling and visualization),  
Databases: SQL, NoSQL (MongoDB), Web: HTML5 CSS3, JavaScript

### Projects

<b>Data analysis</b>	<ul style="list-style-type: none"><li>• Offer personalization modeling for Starbucks App users</li><li>• Exploratory analysis of Airbnb demand and supply</li></ul>	<a href="#">link</a> <a href="#">link</a>
<b>Database</b>	<ul style="list-style-type: none"><li>• Human Resources database modeling using PostgreSQL</li></ul>	<a href="#">link</a>

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### Work Experience

#### Commercial Manager

Merlin Entertainments | Hong Kong | August 2018 – May 2020

Managed over 20 teammates and achieved 10%+ organic year-on-year sales growth by:

- making a strategic staff allocation and devising incentive schemes,
- finding the right mix of pricing and products based on key factors identified,
- increasing average spends through product bundling

#### Commercial Project Manager

Merlin Entertainments | Hong Kong | May 2017 – July 2018

Innovating product and experience offerings across the region by

- delivering multiple renovations and product developments,
- securing funds through compelling market researches and return on investment forecast

#### Accelerate Graduate – Business Management

Merlin Entertainments | Korea, Malaysia, Singapore, Hong Kong | Sep 2015 – Sep 2017

Gained the opportunity to rotate across global attraction brands and roles, specializing in customer service, project management, and commercial business analysis

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### Education

#### Data Scientist | Data Analyst | Business Analyst Nano Degrees

Udacity | 2020

- Processing and storing data following ETL pipeline, ready for analysis and modeling
- Exploring data and sharing findings through visualization and blog plots

#### Bachelor of Arts (Hons), Hospitality Management with Real Estate Finance and Revenue Management

Glion Institute of Higher Education | 2011 – 2014

- Completed two internships in 5-star hotels involving F&B operations and finance