**Jihee Cho**

22, Yeoksam-ro 4-gil, Gangnam-gu, Seoul, Republic of Korea 06252

+82-(0)10-6828-9636 • [chubbyfinger1010@gmail.com](mailto:chubbyfinger1010@gmail.com)

Portfolio: https://github.com/jay-lay-down (written in Korean)

Professional Summary

Commercial & Marketing Strategist with 7+ years of experience delivering data-driven brand strategies, consumer insights, and growth solutions in Korea’s leading consumer and tech markets. Skilled in advanced analytics such as Bayesian modeling, segmentation, conjoint, and MMM (Marketing Mix Modeling), with a proven track record of developing strategic frameworks for Samsung and other global clients. Recognized as an AI Champion, applying LLMs, chatbot development, and prompt engineering to strengthen internal capabilities and client solutions. Strong client management and cross-functional leadership, with recognition for award-winning proposals and NPS 10/10 client satisfaction.

Qualifications

* Data & Analytics: 7+ years of experience in demand forecasting, brand share modeling, and advanced analytics (e.g., Bayesian modeling, MMM)
* AI & Tools: Applied LLMs for chatbot development, prompt engineering, and internal knowledge-sharing. Skilled in dashboard development and data automation
* Leadership & Client Management: Managed key accounts including Samsung, leading cross-functional teams to deliver tailored proposals, brand strategy insights, and executive-level presentations that strengthened client relationships
* Client Impact: Strengthened relationships through effective communication and solutions, delivering sales win-back and NPS 10/10 client satisfaction
* Certifications: Certified in ADsP (Data Analytics Specialist) and Big Data Analytics

Work Experience

**Senior Analyst / Consultant** May 2025~Current

|  |  |
| --- | --- |
| Kantar Korea, Analytics, Seoul, South Korea |  |

* Developed a differentiated brand evaluation tool, Bayesian Norm, integrating qualitative reviews with survey data to address limitations of traditional survey methods
* Enhanced time-series modeling for predicting clients’ brand share %, achieving 50% greater predictive accuracy compared to previous models
* Generated actionable insights for major global corporations by conducting segmentation and conjoint analyses
* Led the writing and strategic development of key client proposals
* Conducted Latent Profile Analysis (LPA) on employee–customer satisfaction data, identifying segment-based patterns that guided client decision-making
* Delivered training on advanced time-series modeling and ML/DL techniques, enhancing team capabilities

**Manager** Aug 2023~ May 2025

|  |  |
| --- | --- |
| GfK Korea, **Global Strategic Account Management**, Seoul, South Korea |  |

* Delivered tailored analytical insights that supported online data win-back campaigns, driving revenue recovery and securing new contracts, and honored with the Outstanding Employee Award for this achievement
* Built strong client relationships by providing customized solutions, achieving a perfect NPS score of 10/10
* Led client account management teams to drive collaboration, enhance performance, and align with client business goals
* Developed a demand forecasting model for the consumer electronics market, achieving 90% accuracy and establishing departmental standards
* Introduced and demonstrated internal MMM (Marketing Mix Modeling) solutions to clients, driving adoption of in-house capabilities
* Selected as an AI Champion, testing domestic AI models with Hugging Face and sharing insights to enhance in-house AI development

**Research Associate** Dec 2022~ Aug 2023

|  |  |
| --- | --- |
| Macromill Embrain, Division 1, Team 3, Seoul, South Korea |  |

* Secured project wins by developing proposals based on survey data analysis and social mining
* Led and executed marketing research projects for global clients including Samsung Electronics, Riot Games, TBWA Korea, Sidiz, and AIA, delivering actionable insights through both qualitative and quantitative methods
* Conducted internal training on social buzz analysis and text mining, strengthening team capabilities
* Earned client recognition for delivering high-quality control and reporting in mystery shopping research

**Assistant Manager** Dec 2020~ Dec 2022

|  |  |  |
| --- | --- | --- |
| MnM Research, Research & Business Division, Seoul, South Korea |  |  |

* Served as the primary author for public institution project proposals, securing 8 contracts (each worth ~₩50M) with organizations including the Chungbuk Office of Education, Republic of Korea Army Headquarters, and Korea Construction Workers Mutual Aid Association (KCWMA), doubling the company’s project revenue
* Managed and analyzed national statistics projects, including the Ministry of Health and Welfare’s KOSIS Healthcare Service Experience Survey
* Reduced reporting time by 40% through development of automated data validation tools (Python) and text-mining code automation for qualitative reports
* Strengthened client relationships through effective communication and rapport-building, contributing to repeat wins in tracking projects

**Research Assistant** Jun 2017~ Jun 2019

Seoul National University Hospital, Research Institute, Seoul, South Korea

* Performed coding of medical and survey data for research purposes
* Automated data coding using Excel functions and VBA, reducing manual error rates to below 5% compared to traditional hand-coding
* Maintained and managed panel medical databases, ensuring data accuracy and integrity
* Minimized complaint rates through parent consultations for child patients

EDUCATION

**Seoul Women’s University, Seoul, South Korea** Mar 2015~Aug 2017

Master of Arts in Child Psychology

* Published a KCI-indexed journal article (DOI: 10.22143/HSS21.9.5.78)
* Awarded a scholarship for Outstanding Research Proposal by the Korea Student Aid Foundation
* Completed advanced training in R, SPSS, and AMOS (Korean Psychological Association)

**Seoul Women’s University, Seoul, South Korea** Mar 2010~Feb 2015

Bachelor of Arts in Child Studies

* Participated in a seminar on Research Methodology and coursework in Statistics for Behavioral Sciences
* Served as assistant group leader in counseling and educational programs for children with behavioral challenges
* Organized campus events through academic society activities, enhancing teamwork and leadership skills

SKILLS

* Languages: Native Korean; Business-level English
* Software: Python, R, Excel VBA (Advanced); SQL (Intermediate)
* Platforms & Tools: Salesforce CRM, Power BI, Hugging Face, GitHub, Notion
* Communication: Strong client-facing and cross-functional communication experienc

Personal Projects

**Chatbot Development (Aug 2025 – Aug 2025)**

* Developed a chatbot that mimics the speech style of a specific individual
* Fine-tuned a Transformer-based LLM using Hugging Face
* GitHub: [jay-chatbot](https://github.com/jay-lay-down/jay-chatbot) (written in Korean)

**Big Data Analysis for Tourism City Development (Dec 2019 – Dec 2020)**

* Conducted in collaboration with the Daejeon Sejong Research Institute
* Collected data through web crawling of SNS channels and online articles
* Identified key improvement areas for different regions

**Survey Development for Women in Engineering Education (Jan 2017 – Jan 2018)**

* Conducted under the Seoul Women’s University Industry-Academic Cooperation Foundation
* Designed and administered online ethics and engineering ethics surveys
* Improved survey reliability through validation and statistical analyses

Additional Information

Available from mid-October 2025 (within 4 weeks’ notice).

Current compensation: KRW 65M (≈ USD 48K) annually, excluding incentives.

Expected compensation: In accordance with company policy.