

JIHEE YOON

jhyoon03 '@' berkeley.edu | 949-697-3843
jhyoon-03.github.io | linkedin.com/in/jhy03

EDUCATION

University of California, Berkeley
B.A. Statistics, B.A. Data Science
Certificate of Entrepreneurship and Technology

Berkeley, CA
Graduated May 2022

ACTUARIAL CERTIFICATIONS

Exam 1/P

Passed - May 2021

EXPERIENCE

Data Scientist

New York, NY, Sep 2022 - Feb 2025

Meta

- Led data science across 6 domains for Facebook Dating as the primary data scientist, collaborating with 40+ engineers and 3+ PMs to drive a 20% YoY increase in Daily Active Users through targeted acquisition & retention strategies
- Spearheaded product growth by optimizing features like "People You May Date", Reels ad expansion, data-driven marketing, and hyperlocal strategies (A/B testing, diff-in-diff), resulting in +0.12% increase in Daily Active Users and +0.04% increase in medium Lness users.
- Improved Ads performance by fixing SuVM configuration, which increased marginal user reach +30%, delivered 7x more impressions, and unlocked \$5M in ad spending
- Optimized Ads targeting by incorporating geo-signals into ML model which increased click-through rates in Southern states, growing reach
- Enhanced FB Dating ranking algorithms by incorporating correlational features (distance/age), boosting likes +5% and conversations +2%
- Increased retention by increasing the candidate retrieval size in cache buffering which drove conversations by +0.21%

Data Scientist Intern

Menlo Park, CA, May 2021 - Aug 2021

Meta

- Saved up to \$765 million via identifying new business opportunities from salient insights of Facebook Financial Analytics payments
- Conducted 7 linear modeling analyses which engaged Partnerships teams for the first time in 4 years to adjust the interchange fees

Internal Development Director

Berkeley, CA, Sep 2020 - Sep 2021

California Actuarial League

- Finalist of 13th Annual Case Competition for Health & Benefits and Retirement tracks; passed Actuarial Exam P
- Director of Mentorship program in UC Berkeley's actuarial pre-professional organization; teaching excel and insurance vocabulary

Data Science Lead

San Jose, CA, April 2020 - Aug 2020

ING Start Up

- Designed the entire mobile fitness app that was voted upon, built by the engineering team, and submitted to Y Combinator
- App provided a single sign-on discount for users of the mobile fitness app that enabled a healthier lifestyle; conducted case-studies on 36 research papers dissecting public health trends using statistical analysis (R & SQL) which was incorporated into the app

Strategy Analyst (Google Client)

Mountain View, CA, Jan 2019 - Aug 2019

UC Berkeley ABA Business Organization

- As sole data scientist, led 14-week consulting project emphasizing consumer insights & market strategy for Google as a member of Berkeley ABA, UC Berkeley's Oldest Haas-sponsored Business Organization; analyzed survey results (Python) with cohort analyses
- Launched a survey receiving 1,100+ responses globally, conducted 45 focus interviews, researched 20+ industry reports to develop a comprehensive Google Store customer journey map; presented survey analysis and recommendations to Google Store Team

PROJECTS

Influenza Model | Time Series Future Forecasting

Irvine, CA, July 2019 - Aug 2019

- Incorporated a time series model with Professor Minin of UC Irvine School of Information and generated an influenza forecasting time series model for Center for Disease Control Competition "Forecast the Influenza Season Collaborative Challenge" with exclusive data from WHO, U.S. Census, and Reich Lab with machine learning in R code
- Built a new infrastructure with time series and fluvium models to generate 2 forecasts (<https://github.com/jhyoon-03/cdc-project>)

SKILLS

Languages: SQL, Python, R, Pandas, Numpy, Scikit-learn, Tableau, Matplotlib, VSCode, Jupyter Notebook, Java, HTML/CSS, Excel

Relevant Coursework: Probability · Probability & Statistics · Data Structures and Programming Methodology · Principles and Techniques of Data Science · Time Series · Statistics · Computational Structures in Data Science · Computing with Data · Discrete Mathematics and Probability Theory · Web Design · Linear Algebra & Differential Equations