

JIMIN HONG

Queens, NY

Email: jiminhong2026@gmail.com | Phone: 917-407-8210

Website: [Dive Into Jimin](#) | [LinkedIn](#)

EDUCATION

Baruch College, Zicklin School of Business

New York, NY

Master of Science in Business Analytics

Jan. 2025 – Dec 2026

- Relevant Coursework: Programming for Analytics, Principle of Database, Managerial Statistics, Business Communication, Data mining for Business Analysis, Marketing Analysis, Software Tools for Data Analysis

Yonsei University

Wonju, Korea

Bachelor of Business Administration

Mar. 2018 – Aug. 2022

- Dean's List Honors (Fall 2021)
- Grant Prize START-UP Entrepreneurship Camp
- 3rd Place SAT (Student Action Team) Performance Presentation
- Finalist 2020 Social Venture Competition, Korea Social Enterprise Promotion Agency (KoSA)

PROFESSIONAL EXPERIENCE

Kookje Daily News

Busan, Korea

Content Creator Intern

Jun. 2024 – Aug. 2024

- Created YouTube Shorts addressing societal issues and introducing new cultural/marketing buzzwords to engage Gen Z using Adobe Premiere Pro; increased the channel subscriber count from 83K to 86.5K in two months.
- Developed informative card news content on current social issues and Gen Z terminology, which was featured on the official website of the newspaper

The Korea Society

New York, NY

Intern, NPO Administration

Apr. 2023 – Nov. 2023

- Organized a membership database of approx. 1,200 contacts using CRM (Salesforce) for outreach and marketing campaigns.
- Researched and successfully secured 8 new donors 13 funding prospects identified including NYC-based Korean Americans and CEOs of large Korean corporations for the Society's new donor campaign.
- Analyze and visualized approx. 500 potential contacts and corporate sponsors on Tableau to prioritize outreach and forecasting attendees for the '2023 Annual Dinner,' resulting in a 100% attendance rate.

The Road Traffic Authority (RTA)

Wonju, Korea

Business Management Intern

Jun. 2021 – Aug. 2021

- Managed documents, files, and Excel data for accounting to support RTA operations by regularly reviewing and cross-checking monthly and annual financial reports; examined/filtered unnecessary information and categorized data using Excel.

ACADEMIC PROJECTS

- Global Minimum Wage Analysis: Conducted data-driven comparison of global minimum wages using Google Colab; visualized disparities and trends across countries.
- Luxury Hospitality SQL Project: Designed and queried a relational database simulating a luxury hotel system; performed data cleaning and customer behavior analysis with SQL

LEADERSHIP ACTIVITIES

ENACTUS – Global Social Entrepreneurship Business Club

Wonju, Korea

Project Manager

Sept. 2019 – Feb. 2021

- Coordinated and hosted "All for Single Moms" crowdfunding campaign to sell sweatshirts featuring designs created by children.
- Integrated Google Analytics with Instagram to collect traffic data and prioritized 5 key hashtags for promotion, achieving 159% of the funding goal fully donated to a single mother association.
- Analyzed break-even points on Excel and spearheaded strategic planning, achieving ~\$6,500 in sales of diatomaceous bathmats.
- Delivered a presentation on "All for Single Moms" at the Social Venture Management Competition, advancing to the finals.
- Contributed to digital marketing efforts by managing SNS platforms and seeking out influencer partnerships.

SKILL

- Certificate:** Computer Specialist in Spreadsheet & Database, GAIQ (Google Analytics Individual Qualification)
- Technical Skills:** SQL, Python, Google Analytics, Google Workspaces, MS Suite (PowerPoint, Excel, Access)