

Justin Cho

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Education

University of California, Berkeley | Berkeley, CA
Bachelor of Arts, Double Major in Computer Science and Economics

Expected Graduation: May 2022
Cumulative GPA: 3.64

Professional Experience

UPSYNC CONSULTING UC BERKELEY
CHIEF TECHNOLOGY OFFICER SEPTEMBER 2018 – PRESENT

- Managed 4 consultants to minimize campaigning costs and increase efficiency in Lollicup's advertisement strategy
- Trained 8 consultants to utilize Python in data analysis and visualization for 4 consulting projects
- Recreated EDdeU's website to help students navigate through the website and enroll into classes with ease
- Developed a semester-long training program in programming, app development, and consulting for new members

MCCANN GANGNAM, SOUTH KOREA
ACCOUNT MANAGEMENT INTERN JUNE 2019 – AUGUST 2019

- Programmed an auto-categorizing tool that saved 50 hours a month in organizing published advertisements
- Researched on unemployment in South Korea to provide advertising ideas for SamYang Chemical
- Created a Home Meal Replacement fact-book detailing research regarding the client ImWell and the HMR industry
- Co-revised and translated the contents of a multi-channel advertisement for Coca-Cola Korea

KONATION PANGYO, SOUTH KOREA
CEO/FOUNDER MARCH 2016 – JUNE 2019

- Created a mobile platform that combined users' loyalty points into one server, enabling users to donate to NGOs
- Accumulated \$3,621 of loyalty points in 1 year which were donated to accommodate 6 isolated elderly for 6 months
- Established partnership with United Nations Volunteers Korea to serve as its central application for future fundraising
- Received Sejong Korea Sharing Service Grand Prize from a pool of approx. 3,900 individuals and organizations

AK INTERACTIVE YANGJAE, SOUTH KOREA
PROJECT MANAGEMENT INTERN APRIL 2016 – AUGUST 2018

- Designed and launched a \$5 equivalent in-game item that was sold over 40,000 times within half a year
 - Initiated and hosted 2 in-game events that increased new users by approx. 720 and returning users by approx. 3,200
 - Translated and revised over 6,400 in-game texts from Korean to English and vice versa
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Leadership and Extracurriculars

KOREAN BUSINESS ORGANIZATION UC BERKELEY
PRESIDENT NOVEMBER 2019 – PRESENT

- Co-developed a semester-long internship program in public speaking, marketing, consulting, and basic excel
- Co-founded illuner, a software-based startup helping small and medium sized businesses grow online
- Established the first Korean Business Networking Conference with 20 different universities from the US and Korea

ASSOCIATED STUDENTS OF THE UNIVERSITY OF CALIFORNIA UC BERKELEY
DEPUTY CHIEF FINANCIAL OFFICER AUGUST 2019 – PRESENT

- Implemented a more comprehensive algorithm that allocates \$10M every year to over 1,000 student organizations
- Analyzed and evaluated all annual funds and contingency funds applications for student organizations
- Hosted funding workshops for all divisions of the student government and leaders in students organizations

ASSOCIATION OF KOREAN ARTISTS UC BERKELEY
PRESIDENT/VOCALIST AUGUST 2018 – PRESENT

- Created an annual music festival for Korean student organizations with a senator from the student government
 - Founded the Korean Performance Association to bring many different Korean performance organizations together
 - Performed cover and original music in UC Berkeley events and created new media channels to upload performances
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Skills And Interests

Languages: Fluent in English and Korean

Technical: Python, Java, C, RISC-V, Swift, R, Unity, Adobe Photoshop, Adobe Audition

Interests: R&B Music, Entrepreneurship, Virtual Reality, Volleyball, Korean Drama, Game Design

Awards: Teach for America & Berkeley Haas Case Competition Finalist, South Korea Parliament Award, Korean Young Physicists' Tournament Gold Medal, SAGE Business World Cup Korea Finalist