MINJI SHIM

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PROFILE

Senior program manager leveraging 5+ years of cross-functional experience in digital advertising & eCommerce
Technologies: SQL, R, Python, Tableau, Power BI, Advanced Excel, Google/Adobe Analytics, Machine Learning
Certifications: Tableau Desktop Specialist, Google Analytics Certificate, AWS Certified Cloud Practitioner

EDUCATION

University of California, Davis   **San Francisco, CA**
Master of Science, Business Analytics   Jun. 2022
Awards: Dean's scholarship
Highlighted Coursework: Advanced Statistics, Data Management, Machine Learning, Big Data, Data Visualization

Korea University   **Seoul, KR**
Bachelor of Arts, Psychology   Aug. 2016
Awards: *4 consecutive High Honor Scholarships*

PROFESSIONAL EXPERIENCE

Amazon   **San Francisco, CA**
Senior Strategy & Insights Manager, Advertising Sales   Jan. 2023 - Present
Senior Growth Program Manager, Advertising Sales   Aug. 2022 – Dec. 2022
Scaled and operationalized sales strategies and mechanism within global growth sector to accelerate growth of mid-sized brands/emerging advertisers, directly reporting into Managing Director, North America
- Implemented a personalized data-driven recommendation system, enabling global standardization of Growth sales process by leveraging best practices and providing benchmark guidance to 500+ account executives and managers
- Analyzed and oversaw product usage to deliver adoption goals and drive revenue impact at scale via full-funnel sale
- Engineered GTM strategy incorporating coordination across product, sales, finance, marketing, and data science to launch core strategies for hitting business objectives and incremental revenue, achieved +115% goal attainment

KQED   **San Francisco, CA**
Project Manager/Business Analyst   Sept. 2021 – Jun. 2022
As part of the Master's program, worked on optimization of donor retention strategies for a non-profit media company with 1.3M active users and 5M+ customer records by building and implementing revenue growth schemes.
- Managed a team of 6 analysts and data scientists; aligned project timeline and deliverables with key stakeholders
- Visualized user activity and demographics in SQL and Tableau to present leadership team with actionable insights
- Developed a churn prediction model with 80+% precision by screening key revenue and user behavior metrics

Adidas   **Seoul, KR**
eCommerce Senior Specialist   Oct. 2019 – Jul. 2021
Digital Marketing & eCommerce Specialist   Oct. 2017 – Sep. 2019
Retail & eCommerce Specialist   Dec. 2016 – Sep. 2017
Achieved triple-digit YoY growth for 4 years and 10-folded eCommerce contribution under my tenure by leading diverse projects from design through delivery and developing data-driven insights and strategic oversight.
- Led a cross-functional team of 30+, devised eCommerce channel entry strategy for golf division; achieved highest growth as a market out of 10+ regions, fast-track promoted to Senior Specialist, and awarded a special bonus
- Distilled strategic insights by formulating financial models to forecast monthly and yearly sales and margins with high precision and establish 5 years strategic business plans; golf BU grew from bottom 3 to top 3 in 2 years
- Spearheaded a Google Analytics project to build dashboards & digital strategies by identifying critical KPIs
- Enhanced consumer interaction via hypothesis, A/B testing on creatives & features, reducing bounce rate by 20%
- Pioneered digital marketing initiatives via ad optimization and traffic analysis, enhancing cost-efficiency by 30%
- Renovated operations process streamlining complex workflows and reducing operation downtime by 20%
- Redesigned organic search boost schemes by capturing issues & areas of improvement, lifting PDP views by 25%

AWARDS

[Aggie Hacks x Google Cloud: Dismantling Disparity with Data](#)   Feb. 2022
- Part of team that garnered 3rd Place and Best Storytelling award for an annual hackathon with Google Cloud
- Leveraged R, Python and SQL for Exploratory Data Analysis on 8 different datasets and Tableau for visualization