

SOOYOUNG LEE

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EDUCATION

University of Utah, College of Humanities, GPA 3.9

Bachelor of Science, Communications

Minor: Information Systems

Salt Lake City, UT

May 2025

SKILLS

Personal: Leadership, Problem-Solving, Computer Literacy

Technical: Adobe Express, Premiere Pro, After Effects, Photoshop, Final Cut Pro, Microsoft Office, Python, SQL, HTML/CSS

Managerial: Interpersonal Communication, Emotional Intelligence, Decision Making

PROJECTS

Generative AI Competition

Mar 2025

- Utilized Retool to build a website with a chatbot feature for Children's Step Pediatric Hospital.

Information Systems Game Day Analytics Challenge

Feb 2025

- Analyzed Super Bowl commercial tweets from Twitter API using Python to provide valuable insights to advertisers, including sentiment and return on ad spend.

Domo-Layton Construction Hackathon

Nov 2024

- Utilized Domo to identify variables correlating with safety incidents across all 2023-24 Layton Construction work sites to provide KPIs and actionable insights for the management team. Completed in under 48 hours.

Social Impact Challenge – Eccles Adobe Business Case Competition

Oct 2024

- Achieved Adobe Badge for Small Business Social Marketing
- Utilized the Adobe Express software to design and develop a marketing campaign for Tech-moms.

Salesforce-Eccles Ideathon - Chat Bot Design and Development Competition

Sep 2024

- Utilized the Salesforce CRM platform to design and develop a chatbot, presenting the team's solution to a panel of judges.

EXPERIENCE

Korea Defense Veterans Association

Salt Lake City, UT

Research Assistant Intern

Jan 2025 – Present

- Researching ROK-U.S. Alliance topics, writing articles for the KDVA Quarterly Journal, Monthly Newsletter, and social media, and assisting with social media management.

Office of External & Alumni Relations, University of Utah Asia Campus

Incheon, South Korea

External & Alumni Relations Intern

Jul 2023 – Dec 2023

- Collaborated with 3+ external organizations to expand student engagement initiatives, tripling event participation from 20 to 60 students and developed 15+ local business partnerships with the University.
- Promoted the Utah Alumni Dinner Event to connect students with the University President, State of Utah Senators, and alumni, while also hosting in-school guest speaking sessions with a Major General (USAR).

Republic of Korea Special Warfare Command, CSOCC

Gyeonggi, South Korea

Special Forces Interpreter & Translator

Feb 2021 – Aug 2022

- Interpreted military operations for special mission units and translated military intelligence between the ROK Special Forces and the US Special Forces (USASOC & AFSOC)
- Appreciation Award Recipient – Participated in Combined Command Post Training with the US Special Forces as the Interpreter of the Combined Joint Special Operations Liaison Element
- Achieved the Certificate of Qualification for Airborne Basic Course

ACTIVITIES

Pumassi With U, H20 Pumassi Headquarters, Volunteer

May 2023 – Dec 2023

- Children's Festival at the National Assembly of the Republic of Korea
- Thank You Letter Speech Contest for Korean War Veterans
- End of Year Celebration – Recipient of Appreciation Award