

# Minji Shon, MEcon

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<http://minjishon.com/>

## **Front-end Engineer • Software Engineer • Front-end Developer • Data Analyst**

Highly motivated, analytical, and strategic professional with progressive experience in data analysis, software engineering, and front-end development, coupled with expertise in utilizing emerging technologies, including Big Data, and Python. Equipped with excellent interpersonal communication skills to work autonomously and independently in a fast-paced environment. A dynamic leader and problem solver with superior technical aptitude and problem-solving skills to deliver cost-effective solutions and innovative data insights. Leveraging a solid work ethic, professionalism, accountability, and integrity to drive organizational success.

### **Core Expertise**

JavaScript | System Design | Project Management | Workflow Management | Business Analysis | Big Data Econometrics | Business Intelligence | Pair Programming | Prototype | Test Experiment | Software Development | Data Analytics | Visual Modeling | Operations Research | Staffing | Predictive Analytics and Forecasting | QA | Market Research and Analytics | Operational Issues Management | Technical Specs | Shipping | Industry Best Practices | Leadership & Teamwork | Coordination & Collaboration | Training & Mentoring | Multi-Language Proficiency (English, Korean, Mandarin)

**Computer & Technical Skills:** Python, Tableau, HTML, CSS, JavaScript, ReactJS, Firebase, Cloudinary, Figma, SQL, Microsoft Office Suite (Word, Excel, PowerPoint)

### **Professional Experience**

#### **Marketing Data Analyst | Shop Smart LLC, Chicago, IL**

**August 2019 – June 2022**

- Conduct various analytical procedures, including performance analysis, website analysis, customer segmentation, cross-channel analysis, media mix analysis, bidding analysis, attribution analysis, and deep-dive analysis to gain relevant market insights from large datasets.
- Utilize segmentation and targeting to improve marketing relevance, increase customer engagement, and reduce churn.
- Analyze customer behavior and evaluate market trends using data tools provided by web analytics products while creating and managing marketing dashboards to facilitate constant measurement and understanding of key business and marketing metrics.
- Oversee the ongoing monitoring, reporting, and post-campaign analysis while utilizing the acquired data to develop recommendations for new campaign and marketing strategies, as well as effectively communicating findings to ensure smooth operations.
- Apply historical data and customer behavior in developing audience segmentation strategies to meet campaign goals and objectives.
- Exhibit comprehensive understanding and expertise in end-to-end marketing processes, including campaign creation and development.

#### **Graduate Assistant | Boston College Office of International Students and Scholars, Chestnut Hill, MA**

**September 2015 – May 2019**

- Assessed and identified the student's needs by analyzing program survey data to drive improvement plans and boost satisfaction.
- Demonstrated excellent interpersonal skills, cultural sensitivity, and communication skills by establishing robust relationships with international students while conceptualizing and developing tailored solution plans to address the concerns from the previous semester.
- Provided extensive support in implementing the educational and social programs for 2.9K+ international students while conducting strict monthly planning to account for numerous governmental deadlines and documentation requirements.

#### **Management Intern | Dentium, Shanghai, China**

**June 2016 – August 2016**

- Served as a liaison between Chinese and Korean Product Managers to coordinate supply chain efforts for products to and from Korea.
- Digitally advertised monthly seminars for dents to promote new and existing products in collaboration with the marketing department.
- Proactively engaged and interacted with clients in collecting customer evaluation surveys to identify top products and enhance services based on clients' responses to feedback questions, consequently delivering excellent customer service and increasing response rates.

#### **Research Assistant | Madalica, Shanghai, China**

**June 2016**

- Generated informative and comprehensive reports regarding fintech market size, market shares, and potential competitors for supervisors.
- Conducted research regarding competitor companies' distinctive qualities, trust, and information accessibility for potential investors.

### **Education & Professional Development**

Master's degree in Applied Economics - Boston College, Chestnut Hill, MA | May 2019

Bachelor of Arts in International Studies, Major in Economics, Minor in Chinese - Boston College, Chestnut Hill, MA | May 2018

Global Economics Coursework, IFSA-Butler's Academic Achievement - Shanghai University of Finance & Economics, Shanghai, China | 2016

### **Research Projects**

- Business Card Maker | ReactJS, Firebase, Cloudinary
- Portfolio Website | HTML, CSS, JavaScript
- YouTube Mini Clone | ReactJS, Google API