

Jongyoon Park

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EDUCATION

The Pennsylvania State University, Smeal College of Business

B.S. in Management

GPA: 3.76 Dean's List, 4 / 4 semesters

State College, PA

June 2021 – Aug 2023

University of North Carolina at Chapel Hill, College of Arts and Sciences

B.S. in Statistics and Analytics

Chapel Hill, NC

May 2027

WORK EXPERIENCE

University of North Carolina Women's Basketball

Analytics Assistant

Chapel Hill, NC

Sep. 2025 – Present

- Produced game-specific scouting reports based on Synergy and Sports Reference, delivering visual analyses of tactics, efficiency, and player profiles to inform pre-game contingencies
- Captured live game data and built key-metric dashboards to provide immediate insights on team performance and matchups, supporting in-game strategy

University of North Carolina Football

Scouting Intern

Chapel Hill, NC

Aug. 2025 – Present

- Used Hudl to collect and clean game video/tracking data, producing recruiting cut-ups and analysis film
- Designed and applied position-specific evaluation criteria and delivered player assessment reports and presentations to support prospect selection decisions

Team Twelve

Match Operation Intern

Seoul, South Korea

June 2025 – Aug. 2025

- Supported 2025 Coupang Play Series match operations (101K+ spectators), managed accreditation/access control for 3K+ personnel, including Newcastle United, Tottenham Hotspur, and Team K League
- Tracked, analyzed, and reported real-time match data using Bepro during the 2025 EAFF E-1 Football Championship (national team matches)

Dalcomsoft

IP Marketing Intern

Seoul, South Korea

Aug. – Dec. 2023

- Strategized promotions for K-pop rhythm games, merchandise launches, and online events
- Managed booth operations at concerts (15K+ spectators), facilitated participation of international guests

Penn State Sport Camps

Assistant

State College, PA

May – Aug. 2023

- Assisted the operation, management of 27 sports camps (USA National Gymnastics, Penn State Football)
- Managed a data repository of 1,000+ attendees at Penn State Football and Soccer Camps

Republic of Korea Army

Signaller

Pocheon-si, South Korea

Jan. 2024 – June 2025

- Managed 1,000+ video teleconferences and operated A/V equipment for division command meetings
- Supported over 500 real-world military situations by coordinating tactical communications systems and command briefings, enabling immediate response and resolution

ACTIVITIES

Penn State Sports Business Club

Treasurer

State College, PA

Aug. 2022 – Aug. 2023

- Oversaw club funds and fundraising events, including THON, Penn State's largest campaign
- Organized a field trip to D.C. to meet sports industry professionals and attend an NBA game

Penn State Sports Business Conference

Operation Coordinator

State College, PA

Aug. 2022 – Aug. 2023

- Organized networking sessions involving 20+ sports organizations (Philadelphia Eagles, New York Mets)
- Coordinated venue setup and event management for industry professionals

PSU Sports Analytics Club

Member

State College, PA

Sep. 2021 – Aug. 2023

- Conducted in-depth analyses using R ('NFL Season Forecast,' 'PL player evaluation' project)
- Strengthened skills in coding through active participation in data collection, processing, and visualization

SKILLS

Technology: MS Suite, Premiere, R, Python / **Languages:** Korean (Native), English (Full professional)