

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

Seoul, South Korea
June 2025 – Aug. 2025

Match Operation Intern

- 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

Seoul, South Korea
Aug. – Dec. 2023

IP Marketing Intern

- 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

State College, PA
May – Aug. 2023

Assistant

- 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

Pocheon-si, South Korea
Jan. 2024 – June 2025

Signaller

- 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

State College, PA
Aug. 2022 – Aug. 2023

Treasurer

- 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

State College, PA
Aug. 2022 – Aug. 2023

Operation Coordinator

- 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

State College, PA
Sep. 2021 – Aug. 2023

Member

- 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)