

# 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**

**Chapel Hill, NC**

*Analytics Assistant*

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**

**Chapel Hill, NC**

*Scouting Intern*

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**

*Match Operation Intern*

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**

**Seoul, South Korea**

*IP Marketing Intern*

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**

**State College, PA**

*Assistant*

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**

**Pocheon-si, South Korea**

*Signaller*

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**

**State College, PA**

*Treasurer*

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**

**State College, PA**

*Operation Coordinator*

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**

**State College, PA**

*Member*

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)