

# Paul Jeon

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## Education

### Harvard College

AB in Computer Science, Secondary in Visual Studies; GPA: 3.6/4.0

Cambridge, MA | Expected Graduation May 2027

Relevant Coursework: Planning and Learning Methods in AI, Software Engineering with Generative AI, Data Science I, Data Visualization, Introduction to Algorithms, Introduction to Probability

### Bedford High School

High School Diploma: GPA: 4.0/4.0; SAT: 1570 (M:800 M, EBRW: 770)

Bedford, MA | Sep 2019 – Jun 2023

## Experience

### The Harvard Shop

#### Procurement Manager

Cambridge, MA

Sep 2023 – Feb 2025

- Managed warehouse inventory of \$1.8M across 1100+ SKUs for three retail locations and an online store.
- Increased revenue 47% YoY (\$370K) while maintaining 65% margins by automating high-demand product orders via Python API integration with Lightspeed.
- Communicated weekly inventory and margin performance to leadership and led weekly cross-functional meetings with store managers, marketing, and product team leads to align on priorities and assign owners for follow-up tasks.
- Coordinated with external vendors (Nike, Champion, Patagonia, Peter Millar) to resolve quality or fulfillment issues.

### The Harvard Shop

#### Marketing Analytics Intern

Cambridge, MA

Jun 2023 – Aug 2023

- Translated campaign analytics (ROAS, CTR, conversion rate, email open rate) into simple dashboards and recommendations for the marketing team and store managers.
- Communicated checkout A/B test results and user insights to designers, aligning on which variants to ship and what to test next, then presented findings and timeline to senior leadership in monthly presentation.
- Designed layouts for summer email marketing campaign, generating \$8,000+ in attributed campaigns.
- Strategized and launched SMS marketing campaign as a final project based on market and customer research.

### Tech for Social Good

#### UI/UX Designer

Cambridge, MA

Feb 2025 – May 2025

- Conducted user research via surveys and interviews; designed prototype sign-up website (lo-fi & hi-fi in Figma) for college-application mentorship nonprofit.
- Facilitated weekly check-ins with nonprofit stakeholders to communicate user research findings, make product requirements, and prioritize features for the sign-up MVP.
- Collaborated with engineers to translate design decisions into clear implementation tasks and acceptance criteria.

### Harvard Undergraduate Marketing Group

#### Director of Growth

Cambridge, MA

Sep 2025

- Communicate sponsorship needs and campaign concepts to both external partners and internal project teams, ensuring expectations, deliverables, timelines, and success metrics for each campaign are clear on both sides.
- Present growth pipeline updates and campaign performance to the executive board, proposing next steps and reallocations based on results.

## Technical Skills & Projects

**Skills:** Python, NumPy, Pandas, Matplotlib, PyTorch, C, C++, SQL, CSS, JavaScript, Figma, React, Adobe CC, Microsoft Suite

### Are Videos Getting Shorter? CS171 Data Project

November 2025

Built a YouTube analytics pipeline and interactive web visualization site comparing Shorts vs long-form across top media/creator channels; scraped via YouTube Data API v3, using Python (Pandas, NumPy) JavaScript, and CSS.

### Digital Exhibit: EMR 171 Final Project

May 2025

Designed and shipped an animated website translating course professor's research into an interactive exhibit; led wireframing and implemented UI with a focus on accessibility using Tailwind CSS.