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**EDUCATION****Master of Science in Business Analytics**, Rady School of Management

12/2025

University of California, San Diego, CA

GPA: 3.8/4.0

- Rady Incoming Scholarship MSBA

**Bachelor of Science in Business Data Analytics**, W.P. Carey

08/2024

Arizona State University, Tempe, Arizona, United States

GPA: 4.0/4.0 (Summa Cum Laude)

- New American University – Transfer University Award (Scholarship), Dean's List for 5 semesters

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**EXPERIENCE****Venture Fellow – Channel Robotics**, University of California San Diego

03/2025 - Present

- Perform a top-down market sizing for the combined market, providing TAM, SAM, and SOM to guide strategic decision-making
- Partner with the founding team and mentors to provide recommendations on market entry and potential strategic partnerships

**SQL Index Assignment Development**, W.P. Carey

08/2023 - 04/2024

- Collaborated with Professor Kumar Sirugudi to design an advanced SQL indexing assignment for a database course, delivering a teaching resource now adopted by subsequent course instructors
- Scaled the dataset from a small prototype to over 1 million records, validating data integrity and distribution via exploratory data analysis in Power BI to ensure minimal skew and confirm proper relational structures
- Achieved a 40% reduction in query execution times through advanced indexing strategies

**Finance Intern**, Light Prism, Tempe, AZ

09/2022 - 03/2023

- Conducted comprehensive market research on over 10 VR and gaming industry business models; collaborated with the marketing team to develop customer profiles, successfully identifying three potential target markets for the VR educational product
- Co-developed detailed financial models and revenue projections in Excel for the upcoming VR educational project
- Researched and evaluated banking options for startups; facilitated the setup of business accounts and acquisition of credit cards, improving financial management efficiency in the startup environment

**Co-founder**, Dentalnnum, Busan, Republic of Korea

10/2020 - 09/2021

- Co-founded Dentalnnum, an app designed for dental professionals to trade equipment, post job listings, and access clinic information, addressing supply inefficiencies in the dental industry
- Managed the app development process by coordinating with external development teams; conducted thorough testing of 7+ iterative versions and provided strategic feedback to enhance functionality and user experience
- Conducted extensive market research, resulting in a positive reception, with 90% of surveyed dental clinics expressing willingness to use the app

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**PROJECTS****Sentiment Analysis of Sephora Product Reviews**, Rady School of Management

01/2025 - 03/2025

- Performed sentiment analysis on 50,000+ Sephora product reviews, applying text preprocessing (tokenization, stopword removal, lemmatization) and feature engineering (Count Vectorization, TF-IDF, Word2Vec) to transform unstructured data
- Developed and tuned logistic regression model, using class weighting to address imbalance and achieve up to 84% accuracy; TF-IDF yielded the most balanced performance

**Experimental Analysis of Discounts on Willingness to Pay**, Rady School of Management

01/2024 – 03/2025

- Designed and conducted a pilot experiment with 109 participants to test how varying discounts (0%, 10%, 50%) affect willingness to pay for Nike Air Force 1, using a second price auction to capture realistic bidding behavior
- Analysis showed that a 50% discount reduced the willingness to pay, suggesting perceived product value may decline when discounts become too large, particularly in high-status brand contexts

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**SPECIALIZED SKILLS**

- **Computer Skills:** SSMS (SQL Server Management Service), MySQL, Python, Tableau, Power BI
- **Technical Skills:** Microsoft Office Suite (Word, Excel, PowerPoint), Windows, Mac, Linux/Unix
- **Soft-Skills:** Communication, Project Management, Teamwork, Leadership, perseverance

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**PROFESSIONAL AFFILIATIONS & LEADERSHIP**

- Treasurer: Computer Vision Club at ASU, Arizona State University 08/2022 – 08/2023
- Volunteer: Feed My Starving Children, Circle K International, Manager/Translator in Hyundai Mobis CES 2023, 2024
- Project Manager: CIS235 class project 01/2023 – 05/2022