Tom Min

720-709-8249 | rudxowl@gmail.com | Linkedin:www.linkedin.com/in/tom-min- 579287136 | Website: https://rudxowl.github.io/PortfolioWeb

EXPERIENCE

A&K Media, Denver CO 03/2019-present

Digital Marketing Analyst

- Data mining from client's website using Google Analytics, Google tag manager.
- To analyze user behavior, website traffic, database usage with analytical tools such as Tableau, Advanced Microsoft Excel to solve their business problems.
- To optimize SEO, Google Analytics tool and Google Ads to improve marketing strategy.

Seoul Institute of the Arts, South Korea 06/2014-06/2015

Social Media Marketing Editor

- To research trendy keywords and topics for social contents to grow social media audiences and marketing effect.
- To plan and execut social approaches and social strategies.

Republic of Korea Army 11/2010-09/2012

Military Police

- Responsible for policing the areas of responsibility of the armed forces against all criminal activity by military or civilian personnel.
- To manage training of 8 fellow team members as a senior soldier.

EDUCATION

University of Denver, Denver, CO 09/2016-06/2019

BA in Applied Computing, Minor in Statistics

- Honors: Long's Peak Scholarship
- GPA: 3.0

Seoul Institute of The Arts, South Korea 03/2013-03/2016

BA in Advertising in Communication Department

• GPA: 3.7

SKILLS

Programming: Java, Python, R, C/C++

Database: MySQL, PostgreSQL, MongoDB, Microsoft Access Statistical Software: JMP, SPSS, Tableau, Microsoft Excel Certification: Microsoft Office Specialist(MOS) Master

Languages: Korean (Native), English(Fluent)

PROJECTS

Food Recipe Website: A website upload, save, search food recipe using <u>HTML</u>, <u>CSS</u>, <u>JavaScript</u> with <u>MongoDB</u> database. **Portfolio Website:** A web portfolio to showcase my projects and skills in better manner.

Painter's Chat App: <u>Java</u> based chat program using <u>socket</u>, it also includes a drawing panel that could draw a picture on the screen using the mouse. Every painter who is connected to server can communicate via chat panel.

Automated Statistical Analysis with Python: The program offers an analysis report about the relationship between sex ratio in India and some variables user chosen using analysis tools in <u>Python</u>.

Crime rate Analysis with R: Relationship between crime rate and police funding analysis in a city with R.

Airbnb Review Text Analysis with SPSS modeler: <u>Text Sentiment Analysis</u> of Airbnb reviews with <u>SPSS modeler</u> to categorize all hospitalities by their reviews in Denver area to solve business problem.

Social Media Network Analysis with NodeXL: Broncos and Panthers fans Social Network Analysis based on Facebook data with NodeXL.