

Sanghyeop Lee

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Summary

An expert in developing data-informed roadmaps to maximize efficiency and drive strategy in Digital Media, Cloud, Marketing and Sales domain. Skilled in Data Analysis, Data Mining, Data Science, Machine Learning, Statistics, Python/SQL/R Programming.

Work Experience

Google

Data Management Analyst / BI Developer

Sunnyvale, CA

Dec 2019 - May 2021

- Developed automated BI reports, dashboards and insights to help in decision making for senior management in Sales and Production Support team
- Built ETL pipelines for data synchronization from Salesforce and Google Cloud Platform to help Sales team using internal SQL server integration services
- Optimized SQL queries for data extraction and data integrity checks for Google Cloud Technical Support Data Management
- Led a BI team of 10 and managed the weekly scrum meetings for and feature request backlogs using the agile methodology

Google

Data Marketing Analyst

Redwood City, CA

Apr 2019 - Dec 2019

- Generated customer insight AdHoc reports to help Marketing and Machine Learning Engineering teams make the data-driven decision using SQL
- Analyzed industry trends, comparable companies, geographic, demographic and psychographic to identify the influential customers to be targeted
- Designed A/B experiments to support feature launch decisions for small to medium sized companies to maximize on-boarding marketing campaigns

Netflix

Ratings Analyst

Los Gatos, CA

Mar 2018 - Oct 2018

- Managed the data collection/quality process and embedded an Anomaly Detection of defective metadata of Netflix contents, facilitating post-production rate of the team by 15%
- Architected and developed data streaming solution involving thousands of records per day being collected by ratings process
- Created standardize business process workflow charts for internal uses using Lucidchart

Brandy Media

Co-Founder / Business Development

Iowa City, IA

Sep 2016 - May 2018

- Directed business from conception to business development, project management, budget planning, and advertising
- Directed a sponsored-content platform for business and managed on/offline campaigns, successfully increasing organic followers by 3,500+ and reaching 20,000+ organic users per post, across Facebook, Instagram and Youtube.

Technical Skills

Programming Skills:

Python, R, SQL, Java

Database:

GoogleSQL, MySQL, PostgreSQL, Hadoop

Statistics Modeling:

ANOVA Analysis, Time Series Analysis

Machine Learning

Un/Supervised Learning, PCA, Tensorflow, Sk-Learn, Keras, Numpy, Pandas

Deep Learning

Convolution/Recurrent Neural Network, GAN

Visualization / Analytics Tools:

Excel, Google Data Studio, Tableau, GGplot, R (Shiny), Matplotlib, Seaborn

Platform:

Google Cloud Platform, Salesforce, Google Ads/Analytics

Education

University of Iowa

Iowa City, IA

B.B.A in Business Analytics and Information Systems (Management Science)

May 2018

• Relevant Coursework: Statistics for Business, Statistics for Strategy Problems, Calculus and Matrix Algebra for Business, Software Design and Development, Business Programming, Database Management, Data Mining, Analyzing Data for Business Intelligence

Certifications

2020 **Intel Edge AI for IoT Developers Nanodegree**

Udacity

2019 **Complete Guide to Creating COCO Datasets**

Udemy

2019 **Predictive Analytics for Business Nanodegree**

Udacity

2018 **Machine Learning Engineer Nanodegree**

Udacity

Academic Projects

Web Database Application: Loaded customer datasets and developed a web-based application for data visualization and storytelling using optimized SQL queries from Oracle Database and APEX

Improving Students' Academic Performance by Profiling Different Factors: Constructed 4 classification models (K-Nearest neighbor, Random forest, Decision tree, ADA boost, Neural network) with 5- folds cross-validation using R to predict the relevance of student's grades, and achieved the highest accuracies of 95%