

# SeWon Park

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<b>SUMMARY</b>	Experienced leader in project management with full stack web development knowledge; expert in analyzing and translating data into relevant business implications
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## EXPERIENCE

2016-2018	<b>NUMERATOR</b> <span style="float: right;">Seattle, WA/Chicago, IL</span> Leading provider of market intelligence in the advertising, trade promotion, and eCommerce <b>Product Manager, Digital Ad Intelligence</b> <ul style="list-style-type: none"><li>• Drove market and product requirements for a new solution in Canada through in-depth client interviews, user studies and market research, and led the product development project to meet the target launch schedule</li><li>• Led a cross-functional team to improve retention rate of subscribed clients by replacing underperforming digital advertising spend algorithm with a higher accuracy one that helped clients' advertising strategy</li><li>• Developed a business case for redesigning digital ad process to reduce the product delivery time drastically by leading a cross-functional team of developers, account managers, and operations</li></ul> <b>Research Project Manager, Analytics</b> <ul style="list-style-type: none"><li>• Increased clients' conversion rates by using the suite of eCommerce solutions to design new digital marketing strategies (e.g. social media, email marketing)</li></ul>
2013-2015	<b>CORNING INC., DISPLAY TECHNOLOGY</b> <span style="float: right;">Corning, NY</span> <b>End Market Analyst, Market Intelligence</b> <ul style="list-style-type: none"><li>• Quantified attractiveness of the OLED and curved display markets by leading in-depth focus group study, benchmark and forecast analysis, informing R&amp;D group and senior leadership on where to allocate resources more efficiently: <b>Received Corning excellence recognition award</b></li><li>• Improved TFT glass demand forecast accuracy to within 5%, saving multi-million dollars in avoided last minute order costs by implementing a new forecasting methodology</li><li>• Led a team consisting of external research vendors and analysts in Corning's special material division to design and execute consumer surveys in 6 countries; quantified replacement cycle of TVs and evaluated long-term market size for worldwide TV demand by building install-based model</li></ul>
Summer 2012	<b>THE BOSTON CONSULTING GROUP</b> <span style="float: right;">Seoul, Korea</span> <b>Consultant</b> <ul style="list-style-type: none"><li>• Devised operational improvement strategies by analyzing the interactions among five key variables and identified cost savings upwards of \$10M for a \$13B shipbuilding company</li></ul>
2008-2011	<b>SAMSUNG ELECTRONICS, DOMESTIC SALES DIVISION</b> <span style="float: right;">Seoul, Korea</span> <b>Financial Analyst, Financial Plan and Management</b> <ul style="list-style-type: none"><li>• Saved \$3M in sales rebate through cost variance analysis, which revealed crucial errors in sales rebate system, and led a cross-functional team of five members to revise the system</li><li>• Initiated and implemented new automation system that integrated multiple finance management systems into a single system, improving work efficiency by 30% through streamlined procedures</li><li>• Performed and presented accounting risk analysis to CFO, and implemented classification system to minimize risks and manage unsettled transactions</li></ul>

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## EDUCATION

Current	<b>UNIVERSITY OF WASHINGTON</b> <span style="float: right;">Seattle, WA</span> <i>Full Stack Web Development Certificate Program</i>
2011-2013	<b>TUCK SCHOOL OF BUSINESS AT DARTMOUTH</b> <span style="float: right;">Hanover, NH</span> <i>Master of Business Administration degree, June 2013</i>
2003-2008	<b>SEOUL NATIONAL UNIVERSITY</b> <span style="float: right;">Seoul, Korea</span> <i>Bachelor of Arts in Economics, Top 10% of class</i>