

SORI BAEK

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EDUCATION

Princeton University

Princeton, NJ

Ph.D. Candidate in Psychology & Neuroscience (GPA: 3.96; GRE: 163V, 166Q)

Aug. 2018 – May. 2022 (Expected)

- National Science Foundation Graduate Research Fellowship 2020 (\$138,000 for top PhD candidates in STEM)
- Princeton Centennial Fellowship 2018 (Awarded to 2 students in the department)

University of Minnesota

Minneapolis, MN

B.S. in Psychology, Minors in Statistics & Neuroscience (GPA: 3.94; ACT: 35)

Sep. 2012 – May 2016

- 7 Awards: National Scholarship, National Merit Scholarship, Gold Scholarship, Edelstein Scholarship, 3 others
- Graduated with *Summa Cum Laude* with high distinction (Top 2% of the graduating class)

CONSULTING EXPERIENCE

Project Leader, Princeton University Strategy Group

Nov. 2020 – Present

- Advise the Director of Global Operations of an education firm on organizational strategies for employee retention
- Lead 5 consultants to survey 50+ previous/current employees and perform 20+ quantitative models
- Recommend organizational changes that are expected to yield an estimated 10% decrease in costs

Co-President, Princeton University Graduate Consulting Club

Jun. 2020 – Present

- Organize 12 consulting events, drawing 400+ attendees total and increasing the club membership by 25%
- Land 2 new clients for the club's *pro bono* consulting; interview and assign student consultants on projects based on skills and interests; oversee the project progress via check-ins with Project Leaders; manage client relationship
- Represent Princeton students on a 5-person panel with VCs to discuss the commercial viability of inventions

Team Member, Volunteer Consulting Initiative

Mar. 2019 – May. 2019

- Worked with the CEO of a local business to explore market expansion strategies and perform market research

LEADERSHIP & TEAMWORK EXPERIENCE

Head Graduate Instructor, Princeton Department of Psychology

Sep. 2019 – Present

- Lead 6 graduate instructors and coordinate the largest course in the department (250+ students)
- Teach 65 undergraduate students (received 4.5/5 rating vs. department average of 4.1/5)

Graduate Researcher, Princeton Joint Degree Program

Sep. 2018 – Present

- Design experiment to locate the infant attention network (first-author, under review)
- Recommend research strategies to improve accuracy of results (first-author, under review)
- Lead the synthesis of 21 years of research about brain development and publish a book chapter (first-author)
- Problem-solve COVID restrictions on research by helping the lab implement 3 virtual experiments
- Organize 6 College Conference with representatives from each school and directly mentor 4 undergrad students

Social Chair, Princeton Graduate College

Jan. 2019 – Jan. 2020

- Planned & hosted 49 weekly networking events, increasing attendance by 400% compared to previous year
- Managed an events budget of \$15,000 and reduced the cost per attendee by over 60%
- Developed a 3-step diversity strategy to promote inclusivity and welcomed participants from 15+ communities

Project/Lab Manager, Stanford School of Medicine

Jul. 2016 – Jul. 2018

- Led a team of 4 researchers to design an experiment on number perception (first-author publication)
- Optimized experimental protocol, resulting in a 200% increase in lab productivity & 33% increase in data quantity
- Mentored 3 underrepresented students on their project, resulting in their first publication
- Project-managed 5 studies on the brain mechanisms underlying perception (2 publications, 1 under review)

PUBLICATIONS & PRESENTATIONS

6 Publications: *Nature Communications* (2020), *Nature Human Behaviour* (2020), *Progress in Brain Research* (2020), etc.

15 Presentations: 10 regional and international conferences (up to 40,000+ attendees) and 5 talks

SKILLS & INTERESTS

Data Analysis & Programs: AB testing, statistical modeling, machine learning, MS Office, MATLAB, R, python, \LaTeX

Language: English (native), Korean (native), French (beginner)

Hobbies: Designing & selling t-shirts; event planning; teaching K-12 kids; backpacking; learning guitar