

SUE SUHYOON JIN

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EDUCATION

London School of Economics and Political Science (LSE) – London, United Kingdom **September 2019 – August 2020**

MSc in Marketing

- Relevant Courses: Marketing Analytics I & II, Pricing Strategy, Algorithmic Techniques for Data Mining, Auctions and Game Theory, Data Analysis and Statistical Methods, Quantitative Methods

Ewha Womans University – Seoul, Republic of Korea

March 2011 – August 2016

Bachelor of Business Administration / Early Childhood Education (double major)

- GPA: 4.5/4.5 (Business Administration), 3.98 / 4.5 (Overall)
- Received Honors Scholarships for academic excellence (Spring 2012, Fall 2012, Spring 2013)
- Completed two exchange programs at University of California Los Angeles (USA) and Nanyang Business School (Singapore)

RELEVANT EXPERIENCES

Institute of Convention & Exhibition Management / Global MICE Insight – Seoul, Republic of Korea **January 2017 – July 2019**

Researcher / Assistant Editor

- Conducted performance analysis for selected trade shows sponsored by central or local government in regard to new contracts and economic impacts created
- Engaged in feasibility studies for convention & exhibition center development projects for Korean local governments
- Designed optimal management structures for the exhibition venues by conducting theoretical review, performance analysis, industry professionals' interview, and benchmarking analysis
- Prepared in-depth reports and articles on MICE industry and took part in the international events as a media representative
- Successfully launched an annual student competition in collaboration with China Council for the Promotion of International Trade (CCPIT) and industry sponsors

GainingEdge – Melbourne, Australia (HQ) / Seoul, Republic of Korea

July 2018 – September 2019

Part-time Researcher

- Participated in the destination assessment project of a Japanese city for a potential Integrated Resort (IR) building project
- Supported a convention center feasibility study for Phuket local government through benchmarking market leaders and potential competitors including Singapore, Hong Kong, Penang, and Bali
- Conducted interviews with industry professionals from East Asian region in order to gain insights and ideas in preparation for a feasibility report
- Produced expenditure projections based on the business mix projection and a benchmarking analysis of South Asian countries to advise Bhutanese government of building the first multi-purpose facility

PricewaterhouseCoopers (PwC) Consulting – Seoul, Republic of Korea

August – November 2016

Research Assistant

- Assisted to benchmark leading global companies by reviewing interviews and reports to add insights for an operation consulting project
- Conducted research on industry trends and practices and analyzed the client company's license agreements
- Translated and organized meeting minutes and interview logs to provide fundamental reference materials

LEADERSHIP POSITIONS

Warm-hearted Altruists – Seoul, Republic of Korea

2018 – 2019

Founding member / Planning manager

- Founded a volunteer and book discussion club consisting of working professionals across industries and served planning and operations for discussion and volunteer events

Harvard College in Asia Program (HCAP) – Seoul, Republic of Korea / Boston, Massachusetts, USA

2015 – 2016

President of Seoul Delegation

- Elected as the president of Korean student delegation to organize and attend 2015-2016 HCAP conference and events
- Led preliminary studies and debate sessions as well as presenting global inequality issues at HCAP 2016 conferences
- Directed and hosted Seoul conference and acted as liaison to invite guest speakers and Harvard College delegates

ADDITIONAL

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- **Memberships:** Young professional of Skål, an international association for 15,000 tourism industry professionals
 - **Awards:** Best Elevator Pitch Award at IMEX - MPI (Meeting Professionals International) - MCI Future Leaders Forum
 - **Test Scores:** GMAT 730 (Quantitative 50 / Verbal 39)
 - **Language Proficiency:** Native in Korean / Full professional proficiency in English (iBT TOEFL 115) / Elementary proficiency in Mandarin Chinese (HSK4, Chinese Proficiency Test Level IV)