TAE UK YOU

TO DELIVER POSITIVE IMPACT THROUGH ANALYTIC INSIGHTS

As a skilled and dedicated data scientist, I provide business organizations various advantages such as understanding business performance, identifying new opportunities, and making data-driven decisions. I am always determined to make a positive impact through my work.

NUMBERS

3rd Place	4th Place	7 Times	36%	TOP 5 Finalist	Q2 and 2024
At 2018 Midwest University Data Analytics Competition: Election prediction.	At International **AI Challenge** host by Cosmicbc: Bitcoin Prediction Modeling.	Named on Dean's List for the outstanding academic performance.	Increase in user reactions on Fox Sports social media via analysis project.	At 2019 Midwest University Data Analytics Competition: Water quality modeling.	Received Q2 Employee of the Quarter & 2024 Employee of the Year
At MUDAC 2018	At HEROBOTS	during Undergraduate	At FOX SPORTS	At MUDAC 2019	At RBC

RELEVANT WORK EXPERIENCE

RBC
Senior Data Scientist
Minneapolis, Feb 2020 - Present
(Promoted 3 times)

- Build predictive models to identify client behavior trends and support investment strategies.
- Automate analytics pipelines, enabling faster reporting and insights delivery, and develop dashboards and visualizations for leaderships to enable decision-making efficiency via Python scripts and Tableau.
- Lead corporate AI initiatives, including recommendation engines and anomaly detection.

FOX SPORTS
Data Analytics Intern
Minneapolis, Jan - Feb 2017

- Extracted the user transaction data from a social media database and analyzed them to report the effectiveness and performance to maximize user interactions in a dashboard.
- Collected in-game advertisement execution data and visualized them in Power BI to evaluate marketing performance.
- Built the usage tracking dashboard of a new-launching Fox Sports Go app in Google Analytics to summarize key performance indicators of consumer behavior such as engagement rate and click-through rate.

FIDELITY INVESTMENT
Data Analytics Intern
Boston, Sep - Dec 2015

- Extracted and distributed news media from Factiva database by querying keywords in regard to cryptocurrency and healthcare market topics.
- Collected social media data from Radian6 and conducted a sentiment analysis on related to 'Department of Labor's Fiduciary Rule', and built a dashboard including exploratory graphs and word clouds.
- Wrote a paragraph of Weekly Data Digest with summary and insights on media traffic related to the Fiduciary Rule topic.

OTHER WORK EXPERIENCE

MINNESOTA TWINS (MLB)
Korean Translator
Minneapolis, Jan 2017 - Dec 2017

- Traveled with the team to provide accurate and prompt translation to players and staff during all team and player activities. (withdrawn Spring 2017 semester from UofM)

UNIVERSITY OF MINNESOTA
Undergraduate Teaching Assistant
Minneapolis, Sep 2017 - May 2018

- Assisted students in class and discussion sections to understand lecture and assignment materials.

DESIGN U CONSULTING
Data Analytics Lead
Minneapolis, Jan - Jun 2019

- Consulted a local CBD Oil start-up company of their marketing and sales strategy based on the business performance and transaction data.

EDUCATION

UNIVERSITY OF MINNESOTA TWIN CITIES
B.A. Statistics
B.S. Sport Management
B.S. Computer Science in Minor
GPA: 3.781/4.0 (Summa Cum Laude)
Graduated in Fall 2019

RELEVANT PROJECTS

- Client Segmentation on household level based on key financial data like asset under administration (AUA) and client information.
- Built a unsupervised classification model of financial advisors based on their data that has been used as metrics for compensation.
- Created a predictive time series analysis model to estimate cash balance on private client group based on macro-economic variables since 2007.
- Constructed a predictive ml model to estimate revenue from two revenue streams: brokerage accounts and managed accounts.

TECHNICAL PROFICIENCIES TIMELINE

Legend: Programming · Technology · Featured Work

PROFESIONAL ←→ PROGRESSING

Bubbles: Tableau, SQL, Github, Vibe Coding, Daily Metric Automation, Python, ETL, Cash Sweep Prediction, Salesforce, Held Away Asset Prediction, NNA to Revenue Estimation, Excel, Tech Adoption Dashboard, WealthPlan ML Model, ML Banking Opportunity Prioritization, C++, Power BI, SAP BI, Dataiku, Snowflake, Html Javascript, SAS, Java, Redtail, MongoDB, Radian6, Factiva, Redtail

Timeline axis: 2020, 2021, 2022, 2024, 2025, TODAY

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