

AHJEONG YEOM

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EDUCATION

THE UNIVERSITY OF CHICAGO Chicago, IL
Master of Science in Analytics (Data Science) Sep 2021 - Expected Dec 2022

Cumulative GPA: 4.0/4.0

Coursework: Big Data Platforms, Data Engineering, Data Mining, Machine Learning, Statistical Analysis, Time Series Analysis

HANYANG CYBER UNIVERSITY Seoul, South Korea
Visiting Student; Coursework: Python, SQL Programming Sep 2019 - Dec 2019

THE UNIVERSITY OF VIRGINIA Charlottesville, VA
Bachelor of Science in Commerce; Concentrations in Finance and Marketing, Global Commerce Track Aug 2013 - May 2017
Cumulative GPA: 3.5/4.0; Dean's List 2013 Fall/Spring, 2014 Fall

WORK EXPERIENCE

GRIT&GLO (Branding, UX/UI Design & Web/App Dev Digital Agency) Charlottesville, VA & Seoul, South Korea
Director of Operation | Co-founder Sep 2017 – May 2020

- Accelerated the company's digital transformation process from a US-based in-person company to an entirely virtual digital agency expanding into the Asia Pacific region in 2018
- Led overall business operations, partnership development, and communication with international clients
- Managed complete project lifecycle (UX wireframing, development, and delivery) on web development projects using content management system (CMS) and ensured the output meets the current digital trends as well as clients' needs
- Implemented data collection and analytics systems, such as Google Analytics, providing insight into SEO and user engagement

ALPHASIGHTS Seoul, South Korea
Summer Associate May 2016 – Aug 2016

- Conducted due diligence to qualify industry experts to arrange consultations with clients, such as private equity firms, hedge funds, and top-tier consulting firms; completed 30 advisory projects, generating \$20,000 of revenue to the firm

PROJECTS

NLP CLASSIFICATION MODELS TO PREDICT PRODUCT REVIEWS' HELPFULNESS Feb 2022– Mar 2022

- Built NLP classification models to predict helpfulness of Amazon product reviews using PySpark on Hadoop cluster in a team
- Implemented Spark NLP pipeline to improve the accuracy score of logistic regression and random forest models

ANALYSIS OF USED CAR MARKET & PRICE PREDICTION Feb 2022– Mar 2022

- Performed EDA via clustering techniques such as Top2Vec, K-Means, and DBSCAN in team
- Involved in the complete data science project lifecycle, including data collection, data cleaning, feature mining, model mining, data visualization, and model evaluation
- Implemented Random Forest, Boosting, and Bagging Regressor to enhance the model performance, predicting used car prices

ANALYSIS OF BRAND & PRODUCT PERCEPTION FOR COSMETIC INDUSTRY Oct 2022– Dec 2022

- Performed a sentimental analysis on web-scraped 20000+ tweets for 186 brands to evaluate brand perception using TextBlob and NLTK in a 4-person team; 40% of brands showed over 50% positive tweets
- Analyzed web-scraped 460000+ Sephora product review data and created the brand and product-specific dashboards containing customer demographic, customer traits, and attribute-based product recommendations
- Loaded database in Google Cloud Platform, stored data in both MySQL and NoSQL (MongoDB, Neo4J) databases, preprocessed and clustered data using OpenRefine and Python, and visualized analysis on Tableau

SKILLS

Programming Languages: Python (Numpy, Matplotlib, etc.), R, SQL, Hive, Linux, HTML, CSS

Frameworks: Spark, PySpark, OpenRefine, Hadoop, Vue.js

Databases: MySQL, MongoDB, Neo4j; **Visualization Tools:** Tableau, Adobe XD

Certificates: Google Analytics Individual Qualification Certificate (2020), Microsoft Office Specialist Certificate (2015)

Languages: Fluent in English, Native in Korean