

SEONKYU KIM

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PROFILE

- M.S. in Business Analytics and Information Management graduate with two years of experience in AI and consulting, seeking Data Scientist position to leverage expertise in Python, AWS, SAS, SQL, and Tableau
- INFORMS Associate Certified Analytics Professional (aCAP)
- Certification: Microsoft Certified Azure Fundamentals, AWS Certified Cloud Practitioner

EDUCATION

Purdue University, Daniels School of Business <i>Master of Science in Business Analytics and Information Management</i>	West Lafayette, IN August 2024
<ul style="list-style-type: none">• Created centralized database management system for eco-transportation company.• Analyzed property churn of Airbnb in Washington with Random Forest model.• Forecasted Walmart sales with 5-year sales, price, and holiday time series data using Neural network models.	
Korea University, College of Political Science and Economics <i>Bachelor of Economics & Bachelor of Financial Engineering</i>	Seoul, Republic of Korea August 2020

PROFESSIONAL EXPERIENCE

Tourism Economics <i>Data Analytics Consultant Intern</i>	West Lafayette, IN May 2024 – July 2024
<ul style="list-style-type: none">• Conducted A/B testing and regression analysis to estimate the impact of marketing campaigns on visitor numbers.• Analyzed geolocation and mobile device data to identify incremental visitors and assess marketing effectiveness.• Created visualizations to illustrate the performance of different marketing campaigns and vendors.	
Undisclosed Healthcare Analytics Firm <i>Data Science Intern</i>	West Lafayette, IN January 2024 – April 2024
<ul style="list-style-type: none">• Led team of five to generate synthetic healthcare data using CTGAN, Gaussian Copula, and Copula GAN, adding Laplace noise to balance data utility with patient privacy.• Achieved ROC AUC of 0.528 and privacy level (epsilon) of 0.7 on predictive model with CTGAN.• Presented project poster at 2024 INFORMS Analytics Conference.	
Korean Federation of Community Credit Cooperatives <i>Associate Consultant, MG Management Consulting Division</i>	Seoul, Republic of Korea December 2020 – January 2023
<ul style="list-style-type: none">• Evaluated financial institutions with five management indicators—capital adequacy, asset quality, earnings, liquidity, and sensitivity to market risk; and operated early warning system for fund surplus and loan receivable.• Consulted over 20 community credit cooperatives and presented business analytics results, best practices for benchmarking, and solutions to clients.• Engineered automation system for consulting division, reducing preparation time for presentations by 50%.• Selected as one of ten big data analytics experts in firm.	
AIZEN Global <i>Risk Forecasting Project Intern</i>	Seoul, Republic of Korea May 2020 – July 2020
<ul style="list-style-type: none">• Predicted in-hospital cardiac arrests using time-series biometric data with two other project interns.• Designed four different AI models—Convolutional Neural Network (CNN), Long Short-term Memory (LSTM), Deep Neural Network (DNN), and Light Gradient Boosting Machine (LGBM)—and presented to client.• Improved predictive accuracy by 20% compared to existing model—Deep learning-based Early Warning System—with LSTM (for 6-hour forecast) and LGBM (for 1-hour forecast).	
Seoul National University, Artificial Intelligence Institute <i>Funded Trainee, Big Data & Fintech Expert Training</i>	Seoul, Republic of Korea December 2019 – July 2020
<ul style="list-style-type: none">• Constructed machine learning models for stock price prediction with 9-year time series data, and housing price prediction with 80 feature data related to US housing.• Engineered deep learning model for natural language translation (Portuguese to English).• Designed algorithm trading model: backtesting and rebalancing ETF portfolio (based on NASDAQ-100 Index).	
6th Search & Rescue Air Group, Special Air Force Rescue Team <i>Sergeant, Republic of Korea Air Force</i>	Republic of Korea January 2015 – January 2017
<ul style="list-style-type: none">• Managed air traffic data and communicated with control tower as Air Traffic Control Specialist.	

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Placed 2nd in Future Edelman Impact Competition (2024).
- Won Daniels School of Business Excellence in Business Insights Award in Data Visualization Competition (2024).
- Achieved national 13th and regional 5th in National Data4Good Analytics Competition (2023).
- Managed Special Air Force Rescue Team Veterans Futsal Club (2017 – 2023).
- Directed charity concert for war victims and coached dance groups for student activism (2013 – 2014).