Kyoungmin Lee

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EDUCATION

University of Maryland, Robert H. Smith School of Business — College Park, MD
Master of Science in Business Analytics & AI · **Terrapin Scholar** — Dec 2026
GPA: 3.67/4.0

University of Seoul — Seoul, South Korea
Bachelor of Arts, Business Administration & English Literature (Double Major) — Aug 2025
GPA: 3.86/4.0 · **Valedictorian Scholarship** · **Dean's List**

SKILLS

- **Data & Analysis:** Excel (advanced formulas, pivot tables, scenario modeling), Google Suite (Sheets, Apps Script automation), Python (pandas, matplotlib), SQL, Tableau, Power BI, SPSS
- **Targeting & Messaging Research:** Survey design and analysis, audience segmentation, message framing research, competitive benchmarking, trend analysis
- **Communication:** Copywriting for email and social channels, stakeholder-facing presentations, cross-team collaboration

EXPERIENCE

Marketing Intern — May 2026 – Present
Intellian Technologies · Rockville, MD · On-site
- Drive tradeshow awareness and attendance through segmented email outreach, tracking opens and registrations by audience group and adjusting messaging for segments with low response
- Built an internal email automation website that generates and schedules outreach emails around the tradeshow calendar, keeping messaging timed to each event and reducing manual email production for the team
- Automated the team's inventory system in Google Sheets with Apps Script, linking 170+ records by product ID and cutting data entry by 75% with all tabs updating automatically
- Benchmarked the company against 5 competitors across 16 marketing dimensions, then analyzed 6 years of social media data in Python to validate findings; presented 3 data-backed recommendations to the Marketing Director

Marketing Research Assistant — Sep 2024 – Feb 2026
University of Seoul · Research Lab · Remote
- Designed and executed primary survey research (n=210) testing how visual cues and message framing shape consumer perception and response, directly informing targeting and positioning recommendations
- Synthesized 100+ academic and industry sources into 3 recurring behavior patterns, translating findings into audience insight implications for strategy discussions

Marketing Analytics Research Assistant — Sep 2024 – Dec 2024
University of Seoul · Seoul, South Korea
- Collected, cleaned, and analyzed 100K+ observations in Python to evaluate market response to viral marketing campaigns across 30+ firms; optimized data pipelines to cut processing time by 40%

Marketing Consulting Fellow — Oct 2025 – Dec 2025
Beauty Holiday Inc. · via UMD Impact Consulting Fellowship · Remote
- Built scenario-based Excel models estimating **$5K–$20K** in annual cost offsets from research across 5+ retailers and 20+ industry reports, presenting recommendations directly in client strategy conversations

SELECTED PROJECTS

Performance Benchmarking & Trend Analysis — Aug – Dec 2025
- Conducted exploratory data analysis on 1.49M+ transaction records using Python (pandas, NumPy) to detect anomaly and fraud-related patterns, improving data readiness and model performance by 23%
- Cleaned, transformed, and visualized large-scale datasets with matplotlib, reducing missing-value errors by 25% and improving analytical efficiency for downstream analysis

WMATA Public Transit Performance Analytics · 1st Place, MSBA DBMS Competition — Aug – Dec 2025
- Analyzed 210K+ records across 60+ routes and 3 fiscal years using SQL to identify on-time performance trends and service variability
- Automated SQL-based data pipelines into Tableau dashboards
- Translated operational data into actionable insights that informed route optimization and performance improvement recommendations for WMATA

Customer-Centric Marketing Strategy – CLV & Market Value Optimization — 2025
- Analyzed a 9-period B2B marketing simulation to evaluate CLV, CAC, and retention strategies across 3 industry segments; identified the highest-value segment (69% of total expected CLV, $504M of $727M) despite representing only 14% of the customer base
- Produced segment-level recommendations reallocating acquisition and retention spend toward the highest-LTV segment instead of the largest one