

Kyoungmin Lee

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EDUCATION

- University of Maryland, Robert H. Smith School of Business** **College Park, MD, USA**
• Master of Science in Business Analytics & AI, Terrapin Scholar Dec 2026
- University of Seoul** **Seoul, South Korea**
Bachelor of Humanities, English Language and Literature, GPA 3.77/4.0 Aug 2025
• Double Major in Business Administration, Dean’s List - Valedictorian Scholarship
- **University of North Carolina at Pembroke (Study Abroad Program)** **Pembroke, NC, USA**
Completed 15 business credits over 2 semesters, Honors Recognition May 2023
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TECHNICAL SKILLS

Market Research & Analysis: Market and industry research, desk research using industry websites and reports, competitor and trend analysis, data gathering and synthesis, market sizing and basic forecasting
Reporting & Visualization: Excel-based analysis and modeling, PowerPoint reporting, Tableau dashboards, data visualization for stakeholder-facing reports
Tools: Microsoft Excel (advanced formulas, pivot tables), PowerPoint, Tableau, Power BI, SQL, Python (pandas, NumPy), SPSS, Google Analytics

EXPERIENCE

- Marketing Consulting Fellow, Beauty Holiday Inc.** Oct 2025 – Dec 2025
• Conducted desk-based market and competitive research across **5+ major retailers** by reviewing 20+ industry reports, company filings, and public data sources to evaluate brand positioning and market structure
• Synthesized 10+ industry reports, regulatory cases, and benchmarks to assess strategic and financial implications of alternative operating approaches
• Built scenario-based Excel models estimating annual cost offsets ranging from \$5K to \$20K, supporting feasibility assessment and trade-off analysis
• Translated analytical findings into clear, decision-focused recommendations used in client strategy conversations
- Marketing Research Analyst, University of Seoul** (Advisor: Professor Woojung Chang) Sep 2024 – Feb 2026
• Synthesized insights from 100+ peer-reviewed studies to identify recurring consumer behavior patterns and market trends relevant to positioning decisions
• Designed and executed survey-based research to test how visual cues and information framing influence perception and purchase intent
• Analyzed survey responses from 210 participants using SPSS and Excel, producing statistical summaries and visual outputs to support marketing decision-making
- Research Data Analyst, University of Seoul** (Advisor: Professor Sangwon Lee) Sep 2024 – Dec 2024
• Collected, cleaned, and analyzed 100K+ observations using Python to identify market-level performance trends
• Examined ROI and performance patterns across multiple firms and time periods, supporting evaluation of business and campaign effectiveness
• Supported recurring performance reports used in cross-functional and strategy discussions, emphasizing data accuracy and interpretability
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PROJECTS

- Customer-Centric Marketing Strategy Simulation – CLV & MV Optimization**
• Analyzed simulation reports and performance graphs to evaluate marketing strategies using customer-centric metrics
• Compared outcomes across scenarios to identify trade-offs between short-term and long-term customer value
• Identified strategies that maximize both market value and customer lifetime value, supporting data-driven marketing decisions
- Public Transit Performance Analytics – Performance Monitoring & Reporting Insights**
• Analyzed 210K+ records across three fiscal years to evaluate trends against operational KPIs
• Built Tableau dashboards to support ongoing performance monitoring and reporting
• Synthesized findings to inform optimization and resource allocation discussions
- Warehouse Decision Analytics – Scenario & Profit Analysis**
• Developed scenario-based models comparing alternative warehouse-to-store assignment strategies
• Evaluated trade-offs and identified higher-margin configurations, resulting in a 450% increase in projected profit
• Translated model outputs into clear recommendations for non-technical decision-makers
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LEADERSHIP AND CAMPUS ENGAGEMENT

- Adobe Student Ambassador** Nov 2025 – Present
• Supported brand and product awareness initiatives through digital content creation and distribution
• Tracked engagement metrics (711 impressions, 172 unique views) to evaluate performance and audience response
• Collaborated with cross-campus teams to align messaging and execution
- SMSA Student Ambassador & Marketing Committee Member, University of Maryland** Sep 2025 – Present
• Managed LinkedIn and Instagram content for campus initiatives, increasing engagement reach by 25%
• Coordinated content calendars to ensure consistent messaging across channels
• Reviewed engagement trends to inform adjustments to communication and promotional strategy