

Kyoungmin Lee

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EDUCATION

University of Maryland, Robert H. Smith School of Business

Master of Science in Business Analytics & AI · GPA: 3.67/4.0 · Terrapin Scholar

College Park, MD

Expected Dec 2026

University of Seoul

Bachelor of Business Administration & Bachelor of Arts, English Literature (Dual Degree)

Seoul, South Korea

Aug 2025

GPA: 3.86/4.0 · Ranked 2nd in department · Valedictorian Scholarship · Dean's List

SKILLS

- **Tools:** Advanced Excel (pivot tables, VLOOKUP, forecasting), SQL, Tableau, Power BI, Python (pandas, NumPy, scikit-learn, matplotlib), Google Sheets & Apps Script, SPSS
- **Marketing Analytics:** Campaign performance measurement; customer segmentation and lifetime value (CLV); A/B testing and experimental design; competitive and market research; KPI dashboards; reporting automation and data quality
- **Analysis Methods:** Regression and significance testing; time-series analysis; cohort and segment analysis; forecasting and scenario modeling; data cleaning and validation

EXPERIENCE

Marketing Intern

May – Aug 2026

Intellian Technologies · Rockville, MD · On-site

- Built an HTML intake form linked to Excel that consolidated duplicate entry from 3-4 separate locations into a single one-click confirmation, giving the team instant visibility into item availability
- Built and maintained a 170-item inventory tracking system for a regional office in Excel (VLOOKUP, validation rules), cutting manual entry 75% and eliminating duplicate records; wrote a 5-section user manual
- Researched 6 competitors across 16 dimensions and analyzed campaign data in Python, presenting 3 recommendations to the Marketing Director

Marketing Research Assistant

Sep 2024 – Feb 2026

University of Seoul · Research Lab · Remote

- Analyzed results from 3 controlled consumer studies (n=730, treatment vs. control) on how visual cues shape consumer response, running significance tests in SPSS
- Co-authored the resulting paper, published in the Journal of Retailing and Consumer Services (Elsevier, Vol. 94, 2027) and presented at the AMA Summer Academic Conference
- Synthesized 100+ academic and industry sources into 3 recurring consumer behavior patterns

Marketing Consulting Fellow

Oct 2025 – Dec 2025

UMD Impact Consulting Fellowship · Remote

- Built a scenario-based cost model in Excel forecasting \$5K–\$20K in annual offsets for a beauty retailer
- Researched 5+ retailers and 20+ industry reports, sizing cost-saving opportunities for the client
- Presented final recommendations to a panel of 6 business owners and an audience of 50+ at the fellowship showcase

Marketing Analytics Research Assistant

Sep – Dec 2024

University of Seoul · Research Lab · Seoul, South Korea

- Analyzed market reactions to viral marketing campaigns across 30+ publicly traded firms in Python
- Ran time-series analysis of short-term market response after viral events, finding the pattern varied by firm rather than holding across the sample
- Optimized the data pipeline to improve processing efficiency 40%, enabling faster campaign performance analysis

SELECTED PROJECTS

Customer-Centric Marketing Strategy – CLV & Market Value Optimization

Jan – Mar 2026

- Benchmarked CLV, CAC, and retention across 3 segments in a 9-period B2B simulation covering \$727M in expected value
- Found 14% of accounts drove 69% of expected value (\$504M of \$727M), about 4.9x the average account
- Recommended shifting acquisition and retention spend to the top-LTV 14% of accounts

WMATA Public Transit Performance Analytics · 1st Place, MSBA DBMS Competition

Aug – Dec 2025

- Analyzed 210K+ operational records across 60+ routes and 3 fiscal years in SQL and Python (scikit-learn), identifying 6 performance issues driving on-time variability
- Automated data pipelines feeding 4 Tableau KPI dashboards, removing manual effort from recurring reporting and validation checks
- Translated operational data into route optimization and performance improvement recommendations for WMATA

Performance Benchmarking & Trend Analysis

Aug – Dec 2025

- Conducted exploratory data analysis on 1.49M+ transaction records in Python (pandas, NumPy, scikit-learn, matplotlib) to detect anomaly and fraud patterns, improving model performance 23%
- Cleaned and standardized datasets from multiple sources, reducing missing-value errors 25% before analysis