

# Minji Shon, MEcon

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## **Data Analyst • Software Engineer • Front-end Developer**

Highly motivated, analytical, and strategic professional with progressive experience in data analysis, software engineering, and front-end development, coupled with expertise in utilizing emerging technologies, including Big Data, and Python. Equipped with excellent interpersonal communication skills to work autonomously and independently in a fast-paced environment. A dynamic leader and problem solver with superior technical aptitude and problem-solving skills to deliver cost-effective solutions and innovative data insights. Leveraging a solid work ethic, professionalism, accountability, and integrity to drive organizational success.

### **Core Expertise**

JavaScript | Front-End Development | Project Management | Business Analysis | Big Data Econometrics | Business Intelligence | Software Development | Data Analytics | Predictive Analytics and Forecasting | Market Research and Analytics | Leadership & Teamwork | Coordination & Collaboration | Training & Mentoring | Multi-Language Proficiency (English, Korean, Mandarin)

**Computer & Technical Skills:** HTML5, CSS3, JavaScript, ReactJS, Firebase, Cloudinary, Figma, SQL, Microsoft Office Suite (Word, Excel, PowerPoint), Python, Tableau

### **Professional Experience**

#### **Marketing Data Analyst | Shop Smart LLC, Chicago, IL**

**August 2019 – June 2022**

- Analyzed data from over 30,000 monthly active users and use output to guide marketing and product strategies which led to an increase in email engagement by over 16% via higher click through rates and new active subscribers.
- Utilized segmentation and targeting strategies to improve marketing relevance resulting in an increase in customer engagement while reducing churn by up to 7%.
- Spearheaded the development of an automated script to delete Facebook Ads leading to an increased process efficiency of over 200% and reduced cost of labor as the need for manual intervention was eliminated.
- Established the data analysis framework that is used to generate weekly insight reports that have collectively led to a 42% decrease in payback period (Positive ROI).

#### **Graduate Assistant | Boston College Office of International Students and Scholars, Chestnut Hill, MA**

**September 2015 – May 2019**

- Assessed and identified the student's needs by analyzing program survey data to drive improvement plans and boost satisfaction.
- Demonstrated excellent interpersonal skills, cultural sensitivity, and communication skills by establishing robust relationships with international students while conceptualizing and developing tailored solution plans to address the concerns from the previous semester.
- Provided extensive support in implementing the educational and social programs for 2.9K+ international students while conducting strict monthly planning to account for numerous governmental deadlines and documentation requirements.

#### **Management Intern | Dentium, Shanghai, China**

**June 2016 – August 2016**

- Served as a liaison between Chinese and Korean Product Managers to coordinate supply chain efforts for products to and from Korea.
- Collaborated with the marketing department to promote new products using digital advertisement campaigns for monthly seminars that resulted in a 34% increase vs average turnout.
- Proactively engaged and interacted with clients in collecting customer evaluation surveys to identify top products and enhance services based on clients' responses to feedback questions, consequently delivering excellent customer service and increasing response rates.

#### **Research Assistant | Madalica, Shanghai, China**

**June 2016**

- Generated informative and comprehensive reports regarding fintech market size, market shares, and potential competitors for supervisors.
- Conducted research regarding competitor companies' distinctive qualities, trust, and information accessibility for potential investors.

### **Education & Professional Development**

**Master's Degree in Applied Economics** - Boston College

**Chestnut Hill, MA | May 2019**

**Bachelor of Arts in International Studies:** Major in Economics, Minor in Chinese - Boston College

**Chestnut Hill, MA | May 2018**

**Global Economics Coursework** - Shanghai University of Finance & Economics (*IFSA-Butler's Academic Achievement*)

**Shanghai, China | 2016**

### **Research Projects**

- **Business Card Maker** | ReactJS, Firebase, Cloudinary
- **Portfolio Website** | HTML, CSS, JavaScript
- **YouTube Mini Clone** | ReactJS, Google API