

EUNHEE EMILY KO

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~ QUANTITATIVE MARKETING PROFESSIONAL ~

Dedicated professional with a commitment to driving profitability through skillful quantitative modeling and in-depth analysis of market, competitor, industry and economic insights. Excellent background includes advanced education in Statistics, Analytics and Marketing, extensive research projects in modeling and quantitative analytics and first-hand experience in business development and management. Energetic, punctual, and hard-working individual with the ability to influence revenue growth and market share and positively improve the customer experience. Bilingual in English and Korean. *Areas of Emphasis:*

- Data Mining Skills
- Data Visualization
- Linear & Non-Linear Regression Modeling
- Substantial Experience in SAS and R
- Knowledge of Statistics & Consumer Behavior
- Big Data Analytics
- Text Mining
- Team Building & Project Management

EXPERIENCE HIGHLIGHTS

AC NIELSEN, INC., Schaumburg, Illinois

Summer Intern at Statistical Method Division (6/2013 to 8/2013)

- Conducted Time Series Forecasting with “Early Indicators” method in estimating Month-End Total Revenue Shares for consumer package goods in Mexico based on partially collected data, showed to audit and scanner mix from audit-only estimates, and compared “Early Indicators method with other statistical methodologies (e.g., moving average).

WALGREENS, Deerfield, Illinois

Graduate Research Consultant (9/2012 to 6/2013)

- Conducted E-Commerce Hub & Spoke Analysis consisting of A-B-C SKU classification, Central Hub replenishment, and Network Optimization as well as analyzing consumers of e-commerce of needs in delivery times, order completeness, and same day shipping.

RITE AID HDQTRS. CORP., Camp Hill, Pennsylvania

Graduate Research Consultant (1/2013 to 3/2013)

- Analyzed diverse customer datasets of RiteAid (e.g., customers, sales, store, and redemptions) using data mining skills and developed segmentation strategies to increase customer lifetime value (CLV) of RiteAid.

GOODIES DESIGN & MANUFACTURING CO, Seoul, Korea

Senior Business Leader /Market and Business Analyst (6/2009 to 7/2012)

- Developed and launched e-commerce site to expand visibility, drive sales and maximize revenue. Performed extensive statistical analysis to pinpoint and capitalize on opportunities for continued profitability and growth. Successfully secured and managed contracts with 13 major suppliers in the design industry, including 10x10, 1300K, Bobosarang, Hanssem, Kosney and others.

PROCTER & GAMBLE, Cincinnati, Ohio

Graduate Research Consultant (1/2007 to 6/2007)

- Created and presented a framework that highlighted multiple business models for facilitating brand growth while working within the consumer community to address specific business questions for FemCare Organizations of Procter & Gamble.

THESIS AND AWARDED PAPER

UNIVERSITY OF CINCINNATI, Cincinnati, Ohio

Master's Thesis:

- Planned and executed research project to determine if co-branding with upscale brand would enhance consumers' perspectives and drive sales results using Factor and ANOVA Analysis. Completed Master's Thesis, "Impact of Co-Branding on Brand Equity and Luxury Perception."

L'OREAL KOREA, Seoul, Korea

Awarded Best Paper:

- Analyzed women's images in commercial in Korea using content analysis.

EDUCATION & AFFILIATIONS

SEOUL NATIONAL UNIVERSITY, College of Business Administration (*Placed in top one in Marketing Doctoral Program in South Korea*)

Coursework toward Ph.D. in Marketing

Lecture and Research Support Scholarships

NORTHWESTERN UNIVERSITY, McCormick School of Engineering

MS in Analytics, 2013 (Expected)

Outside Analytical Consultant for Walgreens & Summer Intern at Nielsen Measurement Science

UNIVERSITY OF CINCINNATI, College of Business

M.S. in Marketing

Fellowship for Applicant Excellence

TECHNICAL PROFICIENCIES

Statistical Programming: SAS 9.0, SAS Enterprise 5.1, R2.15.0, IBM SPSS 20.0, SQL

Data Mining & Visualization Tools: IBM SPSS Modeler 15.0, Tableau 7.0

Statistics and Data mining Skills: Linear and Non-Linear Regression Modeling, Nonlinear Least Regression, Discriminant Analysis, Factor Analysis, Association Rules, Clustering, Principal Components Analysis, Dimension Reduction, Time Series, Linear Optimization Modeling, Survival Analysis, Scale Development