

Hyesoo Park

SUMMARY

A data analyst with a strong background in retail and digital marketing. Experienced in data manipulation, statistical analysis, visualisation, business intelligence reporting, and deriving actionable insights. Proficient in SQL, Python, R, and Power BI. Combines business acumen gained through two master's degrees with technical expertise to deliver innovative business solutions. Fluent in English, French, and native Korean.

ADDRESS

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WEBSITE

hyesopark.co.uk

GITHUB

github.com/phs928/portfolio

LINKEDIN

linkedin.com/in/hyesopark

ADDITIONAL INFO

Right to Work: Yes (UK Resident on a Spouse Visa)

EXPERIENCE

AUG 2020-PRESENT

Business Intelligence & Data Analyst (Freelance, Project-based)

(Client work until Mar 2025; ongoing portfolio & skills development)

- Designed and delivered on-demand Power BI reporting for eProspects, enabling teams to track lead generation and media spend key performance indicators (KPIs)
- Used SQL to extract, transform, and join datasets from CRM & lead tracking platform, and internal trackers for KPI reporting
- Applied Power Query and DAX to clean, model, and visualise data in a scalable, interactive reporting environment
- Regularly collaborated with non-technical stakeholders to understand reporting needs, define metrics, and translate business questions into clear analytical outputs
- Completed self-directed projects using SQL, Power BI, Python, and AWS to simulate real-world business use cases (see: hyesopark.co.uk)
- Strong reference available from Kevin Rice, Managing Director at eProspects

AUG 2019-MAR 2020

Media Campaign Scientist • eProspects • London, UK

- Led data analysis for digital marketing campaigns, identifying key trends
- Optimised SQL queries to extract and manipulate data from multiple sources
- Analysed media campaigns' effectiveness, media buying strategies and tracked marketing KPIs such as leads, conversion rates etc
- Created interactive and visually impactful quality Power BI reports to track KPIs, monitoring the quality of reports
- Provided recommendations for decision-making with regards to campaign optimisation and business strategy
- Presented analysis results to internal stakeholders, ensuring clarity and alignment with objectives

MAY 2018-AUG 2019

Data Analyst • Quant Marketing • London, UK

- Designed and implemented the data Extract, Transform, Load (ETL) workflow, automating data processing using MS SQL Server Integration Services (SSIS)
- Analysed IKEA's marketing campaign effectiveness, tracked sales and campaign KPIs
- Reported on sales KPIs and marketing campaign metrics
- Developed comprehensive dashboards in Dundas BI, using SQL to pull large datasets (up to 2 million entries)
- Monitored and improved the dashboards' quality
- Conducted segmentation and predictive analysis, providing insights into customer behaviour and contributing to improved engagement
- Built a predictive model using logistic regression to assess competitor impact on customer purchasing patterns
- Delivered strategic recommendations, leading to measurable improvements in campaign performance

TECHNICAL

Data Analysis & Programming:

SQL, Python, R

Business Intelligence & Visualisation:

Power BI (Data Modelling, DAX, Power Query, Report Automation, KPI Analysis, Dashboards), Dundas BI

Data Engineering & Management:

ETL processes, MS SQL Server, SSIS, AWS (S3, Glue, Athena)

Statistical Methods:

Regression Analysis, Predictive Modelling, Segmentation, Clustering

LANGUAGE

English: Fluent

French: Intermediate

Korean: Native

CERTIFICATES

Google: Google Analytics for Power Users

Google: Advanced Google Analytics

Datacamp: Associate Data Scientist with Python

CloF: Introduction to Fundraising (2025)

INTERNSHIP

FEB 2017-JUN 2017

Research Placement • Project Oracle • London, UK

- Led a research project at Fulham FC Foundation, applying linear regression analysis to measure the impact of sports activities on community well-being
- Analysed youth crime, anti-social behaviour, and social capital indicators

MAY 2015-AUG 2015

Communication Intern • IPSOS Korea • Seoul, South Korea

- Conducted qualitative research and focus group discussions to evaluate the impact of product displays on consumer behaviour
- Contributed to market analysis projects by supporting desk research and data editing

DEC 2014-FEB 2015

Trade Intern • EU Delegation to Korea • Seoul, South Korea

- Produced a 7,000-word research report called "Assessing the impact of the Free Trade Agreement upon luxury goods sector" which was used as an internal source in analysing Korean luxurious products market
- Provided linguistic support for amendments to the Technical Barriers to Trade agreement

EDUCATION

SEP 2016-NOV 2017

MSc International Public Policy • UCL • London, UK

- Graduated with Merit

SEP 2013-FEB 2015

Global MBA • Yonsei University • Seoul, South Korea

- Graduated with Merit

SEP 2010-DEC 2012

BA Economics • U of Minnesota, Twin Cities • Minneapolis, USA

- Graduated with Merit