

JaeHo Bahng

Portfolio : jaehobahng.com

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EDUCATION

Georgetown University, Graduate School of Arts and Sciences

Master of Science in Data Science and Analytics

Washington, DC

May 2025

Sogang University, School of Economics

Bachelor of Economics, Minor: Politics/Philosophy

Seoul, Korea

January 2019

Relevant Coursework : Econometrics, Statistics for economics

Awards and Honors: Deans List[2018]

WORK EXPERIENCE

LG Fashion[Fashion Manufacturing and On/Offline Retail Business]

Seoul, Korea

Data Analyst(Online Management Planning Team)

January 2021 – May 2023

- Utilized SQL and Tableau to wrangle/query data and build 40+ dashboards to reduce data extraction requests by 55%
- Created and monitored KPIs for both existing and newly launched services and brands for annual/monthly evaluation.
- Elevated working efficiency as an in-house Tableau instructor, teaching 200+ employees and hosting classes regularly.
- Identified daily issues and produced ad hoc data reports to address and solve time-sensitive business needs.
- Enhanced annual profit margins by +4%p by analyzing PL statements and creating semi-real-time profit dashboards.

Fashion Merchandiser (Online)

January 2019 – December 2020

- Operated menswear/accessory brands manufactured by LG Fashion within [LFmall](#) and all other online channels.
- Managed online sales volume, stock, promotions, product content, profit, customer activity, and product buying.
- Developed robust application notification campaigns based on customer log data improving sales volume by 11.5%
- Planned PA/SA marketing strategies Increased CTR by 0.6%p and maintained minimum 900% ROAS rates.
- Selected “LFmall exclusive” products to secure inventory and increased YoY category sales volume by 36%.

Shinsegae International (STARTER)

Seoul, Korea

Fashion Merchandiser Intern

March 2017 – September 2017

- Assisted in managing online/offline distribution channels for launching the brand STARTER within Korea.
- Searched and hosted meetings for 30+ new offline curated shops to expand distribution channels.
- Distributed stocks weekly for offline/online stores based on sales per week and store compatibility.
- Performed market research for ideas on new designs | Planned weekly online promotions within [SIVILLAGE](#).

ACTIVITIES

Extracurricular Activities

January 2015 – December 2018

- Participated and led as a committee member in a debate club, marketing club, and Hip-hop/R&B performance club
- Conducted recruitment, interviews, mentored new recruits, and organized social events for all participating clubs.

LG Fashion [Mentor for new recruits, In-house instructor for technical tools]

January 2019 – May 2023

- Mentored new recruits. Helped adapt to office life and provided info on job responsibilities and necessary skillsets.
- In-house instructor for technical tools (Tableau, SAP BW, Amplitude, sequel, excel) to enhance individual abilities.

Republic of Korea Army [Squad Leader]

April 2013 – January 2015

- Led squad in army as an English-Korean translator for ROKA transportation corps, working with the U.S. Army.

PROJECTS

- Premier League match prediction with machine learning | CapitalBikeshare Membership efficiency analysis | Soccer match prediction with Poisson Distribution | Oscar dataset pipeline research

ADDITIONAL INFORMATION

Computer: Python, R, SQL, HTML, CSS, Git, Terminal, Tableau, MS Office, Jira, Amplitude

Languages: Native in English and Korean, Intermediate in Chinese

Certificates: ADP[Advanced Data Analytics Professional] (Certificate testing statistics, statistical modeling, machine learning algorithms, data governance, on-site coding test with Python/R, data visualization)