

EXPERIENCE

HEXAH (formerly Civilitude Group of Companies) – Austin, TX

Sr. Data Analyst | Nov 2022 – Present

- Unified 800+ project management sheets and 15+ years of QuickBooks records into a centralized Cloud SQL database, improving data integrity and enabling deeper financial and operational analysis.
- Developed a custom Slack app and advanced Google Apps Script workflows used by 20+ team members to handle the invoice process, reducing manual labor by 50%.
- Led integration of historical finance and project data to develop strategic dashboards for executive planning and budgeting.
- Prepared pro formas for multi-million-dollar development projects to support forecasting and investor presentations.
- Integrated HubSpot, Smartsheet, and QuickBooks into a unified analytics stack to automate data flow and enhance cross-platform visibility.

Interim Marketing Director | Mar 2024 – Dec 2024

- Led the development of HEXAH's multi-year brand strategy, including vision, mission, core values, and target personas.
- Built the brand architecture and 7-year roadmap encompassing organizational growth, content development, and revenue generation.
- Translated brand identity into a cohesive experience across messaging, visual system, content strategy, and the design of HEXAH's new 7,000 sq.ft. headquarters.

Data Analyst | Jan 2021 – Oct 2022

- Built the company's first BI tools and data pipelines to centralize project tracking and automate reporting across engineering and admin teams.
- Designed and launched automated tracking tools for 50+ active jobs using Google Sheets and Google Apps Script.
- Developed early-stage Tableau dashboards and reporting systems to support real-time project oversight.

Civilitude Engineers & Planners – Austin, TX

Digital Marketing Coordinator | Feb 2020 – Dec 2020

- Designed and developed SEO-optimized websites that tripled online traffic, and proposal packets that won multiple RFPs and RFQs.

Marketing Intern | Mar 2019 – Jan 2020

- Supported marketing and financial tool development, laying the foundation for later BI initiatives.

BlueHack (Tech Startup) – South Korea

Founding Employee & Head of Marketing | Oct 2015 – Dec 2016

- Led marketing from inception to launch, helping grow the app from 0 to 15K users in 5 months.
- Improved UX by analyzing 80K+ user behavioral records and developed dashboards using Tableau, GA, and Mixpanel.
- Directed branding, go-to-market strategy, and user acquisition across multiple digital platforms.

Samsung Electronics – South Korea

Product Planning Intern | Feb 2015 – Nov 2015

- Collaborated with cross-functional teams to design and test product concepts through design thinking and Blue Ocean Strategy.
- Conducted qualitative user research to uncover latent customer needs and translate insights into actionable innovation directions.

EDUCATION

MBA, Concordia University Texas – Austin, TX | Aug 2022 | GPA: 3.87/4.0

B.B.A., Chungnam National University – South Korea | Aug 2018 | GPA: 3.75/4.0

ADDITIONAL INFORMATION

Languages: English (Fluent), Korean (Native)

Tools & Technologies:

- BI & Data Tools: Google Sheets, Google Data Studio, Tableau
- Programming & Database: Google Apps Script (JavaScript-based), MySQL, Cloud SQL (Google Cloud Platform), HTML/CSS
- Business & Productivity: Google Workspace, Microsoft Office, Adobe Creative Suite