TAEJIN HWANG

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Opportunity-focused Business & Data Strategist with 2+ years of experience in customer acquisition, market insights and cross-functional, data-driven problem-solving.

WORK EXPERIENCE

Lotte Chemical   July 2024 – present
Market Insights & Sales Specialist, Mobility Division Marketing Team   *Uiwang-si, Gyeonggi-do*

- Developed new customer opportunities in mobility and adjacent sectors, securing 3 new accounts by generating region and OEM-specific forecasts and assessing material fit across applications.
- Coordinated monthly go-to-market strategies with global subsidiaries, focusing on the US and Europe, by generating market forecasts incorporating policy shifts and EV trends; delivered volume guidance with 2% variance against actual sales.
- Improved prototype–customer matching accuracy from 60% to 70% by acting as a liaison between technical sales, commercial teams, and R&D to incorporate VOC insights and assess feasibility for new applications.

University of Michigan, Ann Arbor   Aug 2021 – Sep 2023
Research Assistant   *Ann Arbor, MI*

- Applied statistical modeling and experimental design to solve complex problems across healthcare, e-commerce and education by collaborating with clinicians, engineers and researchers to validate models and translate findings into actionable insights.

QPI, Online social dating service   Dec 2019 – Aug 2021
Data Strategy Lead, Co-founder   *Seoul, South Korea*

- Improved user retention and growth by conducting A/B tests, analyzing VOC data and optimizing the matching experience, achieving a 92% retention rate and driving a 300% increase in user acquisition through targeted marketing initiatives.
- Enhanced operational efficiency by centralizing disparate user and matching data into a relational database, reducing matching time by 40% and enabling scalable, automated workflows.

Sports Intelligence, Sports consulting company   Jan 2018 – Feb 2018
Intern, Business Strategy team   *Seoul, South Korea*

- Designed a marketing strategy for the SK Knights by analyzing fan data and identifying family-focused segments, driving higher engagement and brand visibility.

EDUCATION

University of Michigan, Ann Arbor | Master of Science in Biostatistics   Aug 2021 – Apr 2023
Sogang University | Bachelor of Business Administration   Mar 2014 – Feb 2020
Daewon Foreign Language High School | Chinese major   Mar 2009 – Feb 2012

SKILLS

- Programming: R, Python, SQL
- Tools: Tableau, Figma, Flutter
- Languages: Korean (Native), English (Fluent), Chinese (Intermediate)