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EXECUTIVE SUMMARY

A data-inspired consumer insights professional with a strong background in **marketing insights and data analytics across many fields from FMCG to automotive sectors**. Skilled at identifying emerging consumer needs and translating them into actionable insights. Recognized for strong analytical and problem-solving ability. Experienced in **qualitative and quantitative research** across global markets, with expertise in survey design, social listening, and advanced statistical analysis to uncover market trends, understand consumer behaviour, and assess brand health and creative effectiveness. Detail-oriented with a proven record of balancing priorities to deliver impactful results. Continuously learning and adopting new methodologies to excel in a fast-paced environments.

AREAS OF EXPERTISE

- Project management
- Microsoft Office Suite
- Quantitative Analysis
- Market / Consumer research
- SPSS / R / Sprinklr / Brandwatch
- Qualitative Analysis
- Data analysis
- Social Listening
- Excel Pivoting

PROFESSIONAL EXPERIENCE

Senior Data Manager
Innocean (Hyundai Motors Group), Seoul, Korea

Aug. 2022 - Present

Data Insight Team

- Utilize social data analytics to refine clients' branding strategies and resolve key business and branding challenges for major clients, including Hyundai Motors, Kia, Welch's, Domino's Pizza, Hanwha Aerospace, The California Office of Tourism, Kakao Bank, etc.
- Lead social listening analysis by extracting and organizing data using platforms such as Brandwatch, Sprinklr, and Synthesio, as well as keyword search tools and app data platform like Sensor Tower.
- Analyze consumer keyword trends, brand and attribute positioning, competitive performance, and campaign evaluations, delivering logical story-telling reports to recommend branding and campaign strategies, resulting in a 64% bid success rate over two years (compared to an average individual success rate of 30%).
- Develop innovative methodologies and visualizations for social analysis, uncovering deeper consumer needs and impacting both internal and external clients.
- Contribute to task automation, significantly reducing task time from 2 hours to 10 minutes.
- Write trend reports that translate insights into storytelling-driven narratives and concise visualizations, providing value-added insights into consumer trends and supported strategic branding and product directions.

Assistant Marketing Manager
LG Display, Seoul, Korea

Nov. 2021 - Aug. 2022

LG Medium Marketing

- Conducted weekly and monthly monitoring of laptop sales data, integrating macroeconomic trends to forecast demand and adapt strategies accordingly.
- Forecasted global notebook PC demand utilizing consumer confidence indices, GDP data, and other possible variables that might affect consumer demands.
- Executed surveys and social analysis to diagnose purchasing trends.

Senior Consultant (Digital Analyst)
Concentrix Korea (Formerly IBM GPS), Seoul, Korea

Apr. 2020 - Nov. 2021

LG H&A Social Listening Analytics (Client: LG Home & Appliances)

- Developed KPIs for digital marketing, setting actionable goals that aligned with LG Home & Appliances' social media strategies.
- Architected and executed performance analysis for social channels, providing data-driven recommendations to enhance campaign effectiveness.
- Collaborated closely with the Social Operation Team to develop a social campaign strategy and execution plan for campaigns.
- Managed and optimized a global social listening dashboard using Sprinklr, building complex semantic queries to address client-specific needs.
- Delivered event-based and ad-hoc reporting through social listening tools, enabling timely and informed decision-making for client.

Hyundai Motors DMP Analytics (Client: Hyundai Motors Digital Campaign Team)

- Delivered data-driven consulting to Hyundai Motors, translating complex analytics into actionable insights and strategic recommendations in digital marketing.
- Analyzed digital campaign performance across target segments by leveraging 1st and 3rd party data collected through Oracle DMP, delivering insights on consumer behavior to optimize Hyundai Motors' digital targeting strategies.
- Created and managed dashboards to monitor campaign performance.

Consultant (Associate Research Manager)
Research Executive
Kantar Korea (Formerly TNS), Seoul, Korea

May. 2019 - Mar. 2020

Jan. 2017 - Apr. 2019

- Performed marketing analysis and the effectiveness of various marketing elements; hence, providing positive recommendations on marketing/product strategies for clients, including British American Tobacco, MLA Aussie Beef, Burger King, Nivea, Burberry Make-up & Cosmetics, etc.
- Designed and implemented studies, such as new product launches monitoring, brand awareness, brand health diagnosis, brand campaign effectiveness, key visual communications evaluation, (un)branded product test, pack test, customer satisfaction, and social media listening.
- Coordinated product/creatives development and effective advertisement while identifying key consumer satisfaction, touch points and analyzing ROI during the path to purchase.
- Employed and analyzed both quantitative (mostly online, face-to-face, gang, and home-usage surveys) and qualitative (mostly focus groups) research techniques and help clients understand

their customers; thereby, creating better platforms for decision making.

- Translated insights into engaging stories and chart visualizations with concise and value-adding insights that will help clients make better decisions.
- Managed all stages of market research including determining methodology, developing questionnaires, managing fieldwork, analyzing results, and drawing implications.
- Communicated effectively with global / local clients and vendors such as survey programmers and survey fieldwork teams.

Graduate Research Assistant

Jul. 2015 - Dec. 2015

Hanyang University, Seoul, Korea

- Assisted faculties, Dr. Damien Spry, Dr. Thomas Hove, and Dr. Byoungkwan Lee with administrative paperwork and data collection for research projects
- Actively collaborated with faculties on several research projects involving monitoring and analyzing campaign effectiveness, public awareness, attitude, and AIDS and MERS prevention behavior.
- Effectively conducted both quantitative and qualitative analysis for detecting public reaction on pandemic MERS in Korea, using real time social media monitoring.
- Collected data and accurately performed coding/query/dictionary making for machine learning.
- Assisted and worked with students one-on-one during tutoring sessions on SPSS and R statistics.

EDUCATION AND CERTIFICATION

• Master of Arts in Advertising and Public Relations

Mar. 2015-Feb. 2017

Hanyang University, Seoul, Korea

- **Thesis:** Effectiveness of media campaigns for improving knowledge on Tuberculosis:
A meta-analytical review (Used R statistics to combine results from multiple studies)

• Bachelor of Arts in Psychology

Sep. 2012-Nov. 2014

University of British Columbia, Vancouver, BC, Canada

- Executive member of Korean cultural society: Marketing and Design

• Diploma in General Studies

Sep. 2009-May, 2012

Capilano University, North Vancouver, BC, Canada

<Certifications>

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| • IBM Data Science Specialization , Coursera, USA | Dec. 2020 |
| • Advanced Data Analytics Semi-Professional (ADsP) , Korea Data Agency, Korea | Sep. 2020 |
| • Certified as Junior Survey Analyst , Statistics Korea, Korea | Aug. 2016 |
| • Trainee program in Next Generation Trade School , OKTA, Canada | Jul. 2010 |