

# Youngmin Paul Cho

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A creative problem solver with a commitment to continuous learning and staying motivated.

## EXPERIENCE

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### HSAD America

Englewood Cliffs, New Jersey

*Sr. Manager - Data Science*

Jan. 2022 - Present

- Implemented end-to-end transformer-based multi-label classification propensity model using LG.com website traffic data. Enabling accurate targeting of customers with higher likelihood of purchase on return visits.
- Conducted topic modeling on customer reviews with BERT, UMAP, HDBSCAN, and TF-IDF, uncovering key themes and trends to gain deeper insights into customer perceptions of LG products.
- Collaborated with teams to transcribe call center audio files using the pre-trained Whisper AI, followed by developing a custom question-answering model to identify callers, the root causes of their calls, and the solutions provided.
- Deployed an automated customer segmentation pipeline, managing large-scale data (12 million records with over 1000 features), which enhanced customer targeting and enabled personalized e-mail marketing strategies.
- Built a pipeline from Amazon Marketing Cloud and Google's ADH, generating comprehensive reports on media overlap analysis, optimal frequency, and path to conversion. These reports demonstrated the impact of activating multiple ad types.

### Mars

Newark, New Jersey

*Data Scientist*

Sept. 2019 – Jan 2022

- Utilized cvxpy and Gurobi to solve a convex optimization problem using linear programming, optimizing factory production processes by balancing scheduling, raw material availability, and sales forecasts, leading to enhanced operational efficiency
- Developed a scalable time-series clustering algorithm package, improving inventory forecasting by grouping products based on future sales forecasts using Dynamic Time Warping.
- Designed and launched interactive dashboard application for users from various departments, utilizing the web-scraped data to capture end-customer sales and vendor's store level inventory data. (Azure Data Factory | Selenium | Dash | Cosmos DB)
- Demonstrated supply chain knowledge to identify store out of stock incidents via visualizations and connecting data points. Used mixed-effects modeling to calculate missed sales opportunity during promotion.

### NYC Data Science Academy

NYC, New York

*Teaching Assistant*

Feb. 2019 – Sept. 2019

Offered teaching assistant position for graduating at the top of the cohort from full-time immersive Data Science program involving 600+ hours of project-based training. Specialization in Deep Learning and Big Data.

- [Designed convolutional neural network, computer vision model for classifying people's age, gender, and race](#)  
- Assist MotionFlow, a smart AIoT ad company, perform under 0.5 seconds with over 92% accuracy

### Samsung Electronics America

Ridgefield Park, New Jersey

*Supply Chain S&OP/Forecast Analyst*

Jan. 2017 – Feb. 2019

- Automated demand forecasting procedure which incorporated features such as probability of goods issue, weekly sales trend, open orders, and cancellation rates by region and SKU level
- Reduced daily reschedule rates under 2% YTD by setting the procedure to prioritize orders by requested delivery date, correct inventory consumption process by on-hand and in-transit inventory stock, and stabilized x-dock shipment frequencies

## PERSONAL PROJECTS

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- Developed an automated pipeline for daily financial news briefings in audio format. Integrated web scraping tools and APIs to collect news from multiple sources, using Whisper AI to convert text into concise audio, focusing on trending topics and key market developments for easy on-the-go consumption.
- Developed a Naïve Retrieval-Augmented Generation (RAG) system to integrate biblical documents with closed-source large language models (LLMs), aiming to enhance performance to a level comparable to GPT-4o.

## EDUCATION AND CERTIFICATES

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**University of Texas at Austin - Bachelor of Science in Mathematical Statistics**

Austin, TX

Element of Computing: Computer Science Minor/Certificate: Department of Computer Science from UT Austin

Dec. 2016

Certificates in Machine Learning from University of Washington

Sept. 2019

Certificates in Machine Learning from Stanford University

Nov. 2019

## ADDITIONAL AND INTEREST

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Fluent in English and Korean | Soccer and Running | Volunteer for kids with autism | Mission trips