

JINSUH LEE

Purdue University, Krannert School of Management (2016 - current)

- Clinical Assistant Professor
 - Teach undergraduate and graduate marketing courses
Specialty: Marketing Analytics, Marketing Research, and Social Media Marketing
- Academic Director for MS Marketing
 - Student academic advising related to MS Marketing program
 - Serve as a mentor for MS Marketing students

EDUCATION

Ph. D. in Management (specialized in Quant. Marketing)	Purdue, 2012
Master in Economics	Purdue, 2012
Master in Statistics	UC Santa Barbara, 2004
Bachelor in Statistics and Computer Science	Purdue University, 2003

PROFESSIONAL EXPERIENCE (Full-time)

DUNNHUMBY KOREA, Korea (2015 - 2016)

- Data Solution Senior Analyst
 - Analyzed consumer transaction data for retail industry
 - Implemented schemes for consumer retention and loyalty
 - Provided solutions for Big data analyses

SAMSUNG ELECTRONICS, Korea (2012 - 2015)

- Senior Marketing Manager
 - Conducted marketing intelligence for mobile markets
 - Forecasted sales of mobile markets
 - Monitored consumer analytics of new mobile products

KOREA TELECOM, Korea (2004 - 2007)

- Marketing Researcher
 - Forecasted sales and traffic of communication services
 - Analyzed data for CRM of more than 20 million consumers

US 8th Army 17th Avi., Korea (1997 - 1999)

- Company Administrator
 - Managed company administrative services for 40+ company personnel

COMPUTER SKILLS

- Statistical packages: R(7+ years), SAS(7+ years), SPSS
- Computer language: SQL(7+ years), Python(3+ years), Java, C/C++, VB
- Visualization tools: Tableau, Power BI