

HYEJIN RYOO

Hyejin7111@gmail.com • +1 (347) 904-3159 • New York, NY, USA • [linkedin.com/in/hyejinryoo](https://www.linkedin.com/in/hyejinryoo) • hyejinryoo.com

PROFESSIONAL SUMMARY

Business analyst with experience gathering and translating business requirements into functional specifications, leading data warehousing/ETL and QA initiatives, and driving cross-functional, client-facing digital analytics projects across SaaS retail, financial data, and advertising/media domains.

PROFESSIONAL EXPERIENCE

KISS Products, Inc. *New York, NY*

Assistant Manager, Business Analyst September 2024 – Present

- Gathered and documented business requirements from merchant and internal stakeholders, translating them into functional specifications and workflow diagrams for a vertical B2B SaaS retail platform serving Beauty Supply merchants
- Partnered with UX/UI designers, engineering, and product teams to define user journeys and scalable feature specifications, maintaining traceability from business requirements to functional deliverables
- Led cross-functional coordination with software vendors, payment processors, and POS hardware providers, acting as subject matter expert and liaison throughout product rollout
- Designed and executed QA/UAT test cases validating retail scenarios including promotions, discounts, and payment processing, driving data quality and process improvements
- Conducted competitive and workflow gap analysis across POS ecosystems to develop specifications for gap resolution and inform roadmap prioritization

S&P Global *New York, NY*

Data Associate Intern June 2024 – August 2024

- Collaborated with cross-functional teams to define requirements and integrate an NLP/LLM-based trend analysis feature into the S&P Capital IQ platform
- Implemented clustering and cosine similarity scoring to structure related concepts, improving data quality and the end-user search experience

Buddhist Broadcasting System *Seoul, Republic of Korea*

Assistant Marketing Manager April 2020 – July 2022

- Analyzed consumer behavior and campaign data across TV, radio, and web to inform advertising strategy, contributing to 15% revenue growth (2020–2021)
- Managed \$750K in annual advertising campaigns end-to-end, translating client requirements into media plans and achieving strong ROI
- Leveraged Nielsen data to optimize ad sales performance by 20%, supporting data-informed decision-making

PROJECTS

Data Warehousing of NYC 311 Service Complaints and Open Parking Violations January 2023 – May 2023

- Defined source-to-target mappings and applied ETL techniques, including dbt, to integrate NYC 311 Service Complaints and Open Parking Violations data into a unified data warehouse
- Built Tableau dashboards to visualize KPIs, supporting data-driven analysis and reporting

ACHIEVEMENTS

Semi-Finalist, Adobe Analytics Challenge with General Motors February 2024 – March 2024

- Analyzed General Motors Cadillac's digital marketing and web analytics data using Adobe Analytics to identify key user behaviors and conversion drivers
- Recommended mobile optimization and personalized engagement strategies for the Build & Buy tool, presented to business stakeholders

EDUCATION

Baruch College, Zicklin School of Business – M.S. in Business Analytics August 2022 – May 2024

GPA 3.98/4.0 — Concentration in Data Analytics New York, NY

Dongguk University – B.A. in Political Science March 2014 – August 2018

GPA 3.95/4.5 — Double Major in Journalism and Mass Communication Seoul, Republic of Korea

SKILLS

Technical: SQL, Business Requirements & Functional Specification Documentation, Data Warehousing/ETL (dbt), Data Quality Analysis, Python, NLP, LLM, Tableau, Advanced Excel, Google Analytics, Adobe Analytics, AWS

Languages: Korean (Native), English (Fluent), Japanese (Intermediate Proficiency)