

Minkyu Sung

Jersey City, NJ 07302 | (202) 451-8669 | minkyu.sung56@gmail.com | [linkedin.com/in/minkyusung](https://www.linkedin.com/in/minkyusung) | [Tableau Public](#)

SUMMARY

Marketing Analytics graduate with a 4.0 GPA and corporate-level data management experience at Samsung, turning large-scale datasets into decisions that moved KPIs by up to 40%. Delivered campaigns for Smithsonian National Museum of Natural History and a local consumer brand across Google, Meta, Snapchat, and LinkedIn.

EDUCATION

American University, Kogod School of Business – Washington, DC

Sep 2024 – Jul 2025

Master of Science in Marketing, GPA: 4.00

Specialization: Marketing Analytics

American University, School of Communication – Washington, DC

Sep 2018 – May 2024

Bachelor of Arts in Communication Studies

Minor: Asian Studies; Dean's List 2019 - 2023

WORK EXPERIENCE

Samsung Electronics America – Englewood Cliffs, NJ

Sep 2025 – Present

Analyst, Procurement - Process Innovation (Indirect Contractor via Aditi Consulting)

- Led AI tool rollout that automated 75% of report generation and enabled non-technical staff to self-serve, saving 84% total time and ensuring operational continuity ahead of Samsung Electronics America's relocation to Texas
- Built the team's first KPI tracking dashboard using Excel and caught a performance gap in the Compliance review no one had measured precisely before, driving a 40% improvement on vendor onboarding cycle time in 2 months
- Managed a database of 32,000+ total vendor accounts using SAP and supported 500+ annual onboarding requests as a team, achieving 100% of Management by Objectives in 2026 1H

Audi of America – Reston, VA

Jun 2025 – Aug 2025

Intern, Eastern Region – Regional Operations

- Mapped end-to-end customer purchase journey across digital touchpoints to identify conversion drop-off between Audi platform and dealerships, delivering recommendations that recovered 30% of lost leads
- Analyzed competitor pricing and tariff-period sales trends with Microsoft Excel, SQL, and Tableau, informing lease-pricing and incentive decisions adopted by regional leadership that increased Q6 e-tron lease uptake by 12% across a market of 2,300+ monthly vehicle sales in the Eastern Region

PROJECT EXPERIENCE

American University, Digital Marketing Strategy & Analytics – Washington, DC

Jul 2025

Shiny App Development & Digital Marketing Strategy

- Independently built a self-serve predictive growth analytics tool in R Shiny enabling non-experts to run A/B tests and price-point optimization, earning faculty recognition as a replicable resource for non-technical users
- Developed an end-to-end digital marketing strategy for a local bagel brand across Google, Meta, Snapchat, and LinkedIn, spanning audience segmentation, multi-platform budget allocation, and A/B-tested creative across five campaigns, with a performance model projecting CTR, CPC, and ROI, earning class recognition

American University, Research for Marketing Decisions – Washington, DC

Dec 2024

Marketing Consulting Project, Smithsonian National Museum of Natural History

- Designed and launched the Young Ambassadors Program outreach campaign, leveraging primary research and data analysis using SPSS and Tableau to develop a strategy selected by leadership as the primary campaign approach, achieving 30% growth in program awareness and audience engagement

SKILLS

Technical Tools: HubSpot, SEMrush, Tableau, SQL, RStudio, Microsoft Excel, SPSS, SAP, Qualtrics

Skills: A/B Testing, Funnel Analysis, Conversion Optimization, Customer Journey Mapping, Audience Segmentation, Campaign Performance Reporting

Certifications: Data Science with SQL and Tableau (eCornell), PCM-Marketing Management Certification (AMA)