

Jiyeon Suhr

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[LinkedIn](#) • [Tableau Public](#) • [UI/UX Portfolio](#) • [GitHub](#)

EDUCATION

Baruch College, Zicklin School of Business | New York, NY | *Master of Business Administration* | GPA: 3.93 12/25

- **Programming for Analytics**
Analyzed dataset using Python for data wrangling, visualization, and predictive modeling.
- **Data Visualization**
Utilized Python and Tableau to clean, explore, and create an interactive dashboard.
- **Web Analytics and Intelligence**
Utilized Google Analytics and ComScore for customer behavior analysis.

Northeastern University | Boston, MA | *BS in Leadership* | GPA: 3.75 | Dean's List, Magna Cum Laude 08/19

FEATURED PROJECT

Metro Psychotherapy & Counseling - Strategic Growth Plan | MBA Capstone Project 06/25 - Present

- Conducted comprehensive market analysis of the NYC mental health landscape, identifying key growth segments like online therapy and high-need demographics.
- Performed in-depth competitive analysis of 7 therapy providers to identify market gaps and define opportunities for differentiation, such as a two-therapist model and affordable pricing.
- Developed a go-to-market strategy for a new virtual group therapy product, including persona development for providers and patients, and a program structure focused on CBT for anxiety.
- Created a complete financial and operational plan, including a pricing strategy based on insurance reimbursement rates and a break-even analysis projecting a gross margin of over 40%.

Farm to School Program Analysis & Dashboard | [Tableau Public](#) 05/25

- Analyzed USDA Farm to School Census data (SY 2022–23) to explore New York State's program landscape, participation rates, and key outcomes, incorporating national context and funding shifts.
- Built an interactive Tableau dashboard using maps, KPIs, and bar charts to communicate insights and highlight challenges and opportunities for future program support.

EXPERIENCE

Product Marketing Consultant | OCHRE | San Diego, CA (Remote) 09/23 – 10/24

- Spearheaded the pre-launch strategy for a new haircare line, developing the complete go-to-market plan and product concept from ideation through to launch readiness.
- Translated consumer insights from 4 rounds of market testing into a data-driven product positioning strategy targeting sensitive skin and textured hair types.
- Initiated an ingredient-checking web app based on real user pain points, demonstrating a deep understanding of the DTC and technology-driven approach to beauty.
- Analyzed market trends and competitive activity to define strategic positioning and inform portfolio strategy.

Marketing Manager | Bunnit | Seoul, South Korea 11/20 – 12/21

- Drove an 81% increase in app downloads and a 30% improvement in user retention by analyzing performance data (Amplitude, Firebase) to refine paid digital marketing strategies.
- Launched and managed six global influencer programs with over 100 participants per cycle, generating 20,000+ targeted hashtags and significantly increasing brand visibility.
- Identified critical user pain points through 50+ international user interviews, leading a cross-functional initiative to develop a key social sharing feature that boosted the app's category ranking from #59 to the top 20.

Marketing Operations Assistant | C.R.E.W. Collective | Brooklyn, NY 10/19 – 03/20

- Developed strategic client proposals incorporating competitive analysis and market research, contributing to new business development.
- Coordinated with production teams to execute product photoshoots and marketing materials, ensuring brand consistency and client satisfaction.
- Provided bilingual communication support for 10+ Korean businesses expanding into the U.S. market, facilitating key strategy meetings.

TECHNOLOGY SKILLS

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- **Analytics:** Amplitude, Google Analytics, Firebase, Meta Business Suite
 - **Technical:** Python, SQL, Tableau, Figma, Photoshop, Illustrator, Microsoft Suite, Alteryx