

Minkyu Sung

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SUMMARY

Marketing analyst with a strong analytics foundation, currently on Samsung's procurement process innovation team. Analyzed 8,700+ monthly leads for Audi's Eastern Region to pinpoint the top-converting channel and guide budget reallocation. Led an AI reporting rollout at Samsung that automated 75% of recurring reports and built the team's first KPI dashboard, cutting vendor onboarding time 40%. Seeking a marketing role to apply analytics experience.

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; Military service 2020-2022

WORK EXPERIENCE

Samsung Electronics America – Englewood Cliffs, NJ

Sep 2025 – Present

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

- Led an AI tool rollout that automated 75% of recurring report generation and enabled non-technical staff to self-serve, cutting reporting time and preserving operational continuity ahead of the company'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 32,000+ vendor accounts in SAP and processed 500+ annual onboarding requests as a team, meeting 100% of first-half 2026 performance targets

Audi of America – Reston, VA

Jun 2025 – Aug 2025

Intern, Eastern Region – Regional Operations

- Delivered full-funnel insights for Audi's Eastern Region by analyzing 8,700+ monthly leads across five channels using SQL and Tableau, identified the Brand Website as the top-converting channel and highlighted a drop in conquest ratio, prompting the marketing team to reallocate budget toward the website
 - Built daily and weekly predictive sales dashboards in Microsoft Excel and competitor lease-pricing benchmarks using Tableau to guide regional pricing decisions during the tariff-driven demand drop, enabling leadership to direct the region's sales recovery
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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
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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

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