

# JINMO LEE

NH Investment & Securities Co., Ltd.  
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## Education

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### Sungkyunkwan University (SKKU), Seoul, South Korea

- B.A. in Statistics (Mar. 2017 – Feb. 2023)
  - GPA: 4.39/4.5 (Summa Cum Laude)
- MSc. Candidate in Applied Artificial Intelligence (Aug. 2024), College of Computing and Informatics
  - DXLab, led by Prof. Eun-il Park
  - GPA: 4.28/4.5 (as of 12 Feb 2024)

## Career

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### KB Kookmin Card Co., Ltd., Full-Time Employee (Nov. 2022 – Jul. 2023)

- Data Marketing Team (Nov.2022 – Jul.2023)
  - Developing & Managing Customer Marketing Score Prediction Model
    - Data Mart Engineering (Oracle SQL, Linux)
    - Feature Engineering & Selection (R, Python)
    - Developing Prediction and Classification Model on Specific Marketing Campaigns
      - ◆ Card Revolving Marketing Score Prediction Model
      - ◆ Debit Card Migration Score Prediction Model
      - ◆ Out-Bound Tele-Marketing Score Prediction Model
    - Regular Batching and Re-training for Efficient Monitoring on the Developed Models
  - Customer Data Analysis
    - Defining Problem, Creating Data Mart and Finding Insights
    - Linear Regression & Statistical Tests
    - Visualization

### NH Investment & Securities CO., Ltd., Full-Time Employee (Aug. 2023 – Present)

- Big Data Center (Aug. 2023 – Present)
  - Data Engineering
    - Various Data Mart Engineering
      - ◆ MTS Application Google Analytics Data Mart
      - ◆ MTS Premium Service Profit Monitoring Data Mart
    - Cloud to On-Premise DW ETL Programming (Oracle SQL, Linux)
  - Customer Data Analysis and Tableau Visualization
    - MTS Application GA Data MAU Monitoring Dashboard
    - Specific MTS Events Monitoring Dashboard (ex: Foreign Stocks Investing Event)
    - Exchangeable Bond / Convertible Bond / Bond with Warrant Conversion Value Tracking Dashboard for Prime Brokerage
  - Others
    - Relatable Stock Embedding System using Representation Learning & NLP
    - Customer Flow Analysis on MTS using GA Data & Graph Network

## Projects

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### Statistical Analytics Club P-SAT @ Department of Statistics, SKKU (Mar. 2021 – Jun. 2022)

- Personal Beer Recommendation System with NLP (Mar. 2021 – Jun. 2021)
- Finding Social Issue from News and Mapping with Relevant Domestic Stocks (Sep. 2021 – Dec. 2021)
- Trending Paper Study & Sharing Session (Jan. 2022 – Jun. 2022)

#### **Undergraduate Student @ DX Lab (Sep. 2022 – Present)**

- Jeju Island Travel Point Analysis using Graph Network and NLP (Sep. 2022 – Dec. 2022)
- UI/UX Design for Brand New Palette Logistics System (Mar. 2023 – Jun. 2023)
- News Topic Clustering using Variational Bayes Inference (Mar 2023 – Jun 2023)
- Image Adversarial Attack using SHAP XAI Technique (Sep 2023 – Dec 2023)

#### **Other External Projects**

- Location Selection for Minor Genre Performance based on Spatial Regression and Analysis of Performance Reservation Data (Jun. 2021 – Sep. 2021)
- K-ESG-BERT: ESG Topic Multilabel Classification Model based on News Articles (Mar. 2022 – Jul. 2022)

Every details for the outlined projects are provided in the following [link](#)

#### **Publications**

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**Lee, J., & Park, E.\* (2023). D-HRSP: Dataset of Helpful Reviews for Service Providers.**

- Telematics and Informatics, 82, 102001 (SSCI, JCR 2021 IF=9.140, Q1 in Information Science & Library Science)

#### **Scholarship & Awards**

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##### **Scholarship**

- Sungkyunkwan University Academic Excellence Scholarship
  - 70% Tuition (Feb. 2020)
  - Full Tuition (Aug. 2020)
  - Full Tuition (Feb. 2021)
  - Full Tuition (Aug. 2021)
  - 10% Tuition (Feb. 2022)
- Sungkyunkwan University Graduate School Excellence Scholarship
  - Full Tuition (Aug. 2022 – Present)

##### **Awards**

- KOPIS Big Data Contest, 1<sup>st</sup> Place (Sep. 2021)
- NH Investments & Securities Big Data Contest, 1<sup>st</sup> Place (Nov. 2021)

- Daishin Investments ESG with AI Competition, 2<sup>nd</sup> Place (Jul. 2022)
- Summa Cum Laude, Department of Statistics, SKKU (Dec. 2022)