

JINSUH LEE

jinsuh@purdue.edu / 765-494-4466

Purdue University, Krannert School of Management (2016 - current)

- Clinical Assistant Professor for Marketing department
 - Teach undergraduate and graduate marketing courses
Specialty: Marketing Analytics, Marketing Research, and Social Media Marketing
 - Coordinate MS in Marketing program
 - Serve as a mentor for MS in Marketing students

EDUCATION

Ph. D. in Management (specialized in Quant. Marketing)	Purdue University, 2012
Master in Economics	Purdue University, 2012
Master in Statistics	UC Santa Barbara, 2004
Bachelor in Statistics and Computer Science	Purdue University, 2003

PROFESSIONAL EXPERIENCE (Full-time)

DUNNHUMBY KOREA, Korea (2015 - 2016)

- Data Solution Senior Analyst
 - Analyzed consumer transaction data for retail industry
 - Implemented schemes for consumer retention and loyalty
 - Provided solutions for Big data analyses

SAMSUNG ELECTRONICS, Korea (2012 - 2015)

- Senior Marketing Manager
 - Conducted marketing intelligence for mobile markets
 - Forecasted sales of mobile markets
 - Monitored consumer analytics of new mobile products

KOREA TELECOM, Korea (2004 - 2007)

- Marketing Researcher
 - Forecasted sales and traffic of communication services
 - Analyzed data for CRM of more than 20 million consumers

US 8th Army 17th Avi., Korea (1997 - 1999)

- Company Administrator
 - Managed company administrative services for 40+ company personnel

COMPUTER SKILLS

- Statistical packages: R/Splus, SAS, SPSS
- Mathematical packages: MATLAB, Gauss, Eview
- Computer language: Java, C/C++, SQL, VB

HONORS AND AWARDS

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| • CETA Graduate Teaching Award | Purdue University (2012) |
| • Dean's Office Doctoral Student Service Award | Purdue University (2010) |
| • Bilsland Dissertation Fellowship | Purdue University (2010-2011) |
| • Certificate of Outstanding/Distinguished Teacher Award | Purdue University (2008, 2009) |
| • Ross Fellowship | Purdue University (2007-2008) |
| • Graduate Fellowship | UC Santa Barbara (2003-2004) |
| • ARCOM (Army Commendation Medal) | US 8 th Army, 17 th Avi. (1997-1999) |

SERVICES

President, Krannert Doctoral Student Association	Purdue University (2010-2011)
Captain, Krannert Soccer Team	Purdue University (2009-2011)