

Jae Cho

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EDUCATION

Rutgers University, **Rutgers Business School** - New Brunswick, NJ
B.S in Business Analytics

Graduation: May 2020
GPA: (3.7/4.0)

WORK EXPERIENCE

VanEck Associates

Business Intelligence Analyst

New York, NY
Jan 2023 – Present

- Leverage GPT solutions and prompt engineering to translate client 360 data points into 1,000+ actionable leads per month.
- Solution architecture of a CRM data hierarchy that houses 100K parent records and 1M + related child records. Interweave custom business logic and validation rules to better improve UX and create efficiencies in the interest of end-users and sales team leadership.
- Develop data mapping and matching solutions that illuminate over \$30B of ETF assets across 3 market intelligence providers
- Serve as an administrator and SME of marketing intelligence data, analytics, and CRM tools for a sales team of 60+ members, spanning across 5 different channels
- Directly collaborate with product and marketing departments to develop a unified profile for 500K + investors
- Led integration efforts of ~10 vendor data packs into data ecosystem and acted as primary business POC for 3rd party vendors in sales data domain
- Surface key recommendations to sales leadership team that led to a comprehensive expansion & reorganization of sales team

Deloitte & Touche LLP.

Analytics & Technology – Consultant

New York, NY
May 2022 – Dec 2022

- Wrote simple Python data extraction scripts to facilitate: data mapping from source to target databases, data cleansing and data processing
- Conducted a proof of concept to translate complex FDA requirements by leveraging Google Looker in tandem with BigQuery to visualize a comprehensive supply chain network
- Leveraged raw data from a securities ratings agency to develop a Tableau dashboard that analyzes hundreds of securities and showcase key metrics such as market value, ESG ratings, and portfolio diversity.
- Analyzed Deloitte internal sales data using SQL and generated stored procedure wrappers for senior leadership to target opportunities in partnership with AWS, Google Cloud, and Salesforce. Analytics drove \$400K in direct sales and led to a multi-million-dollar pipeline
- Facilitated the delivery of a comprehensive list of security and regulatory requirements as part of a major financial market exchange's migration to the cloud, 800 requirements spanning across 15 + proprietary applications and systems

Deloitte & Touche LLP.

Analytics & Technology – Analyst

New York, NY
October 2020 – May 2022

- Performed a data and analytics maturity assessment to assess technical capabilities for a mid-size financial service client, and tailored 100+ recommendations to optimize data management capabilities, analytics capabilities, and data strategy across the organization
- Managed a production team for the administration, technical resolution, and quality assurance of a Salesforce customer portal; automated aspects of the origination and forgiveness of PPP loans in Salesforce to support over 80,000 clients and facilitate over \$3B in forgiveness applications
- Fulfilled a role as a key point of contact for workstream execution and delivery of workstream artifacts/deliverables within a multiyear project plan for overall implementation of an enterprise-wide data lineage program

SKILLS & CERTIFICATIONS

Technical: Advanced in Microsoft Office, Advanced in Salesforce/CRM, Advanced in Prompt Engineering, Intermediate in Tableau, Intermediate in SQL, Intermediate in AWS, Intermediate in GCP, Intermediate in Python

Certifications: AWS Cloud Practitioner, AWS Associate Solutions Architect, Salesforce Platform Developer Level 1

Interests: Hiking, Camping, Backpacking, Skiing, Surfing, Golf, Volleyball, Basketball, Amateur Cooking, APEX for Youth