

Hyungchul Choi (John)

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Stockholm) | hyungchulc@gmail.com | +46 73 968 0395 | www.linkedin.com/in/hyungchulc

PROFILE

Business & Management MSc graduate with a Data Analytics track and experience building Power BI dashboards, validating cross-subsidary financial and tax data, and translating campaign, commercial, and stakeholder data into practical decisions. Brings financial and process analysis, dashboard development, market research, and AI-assisted workflow design.

EDUCATION

202408 - 202606	Master's degree, Stockholm School of Economics (Handelshögskolan I Stockholm) Business & Management, Data Analytics Track Awarded 50% Merit-based Tuition Scholarship for academic excellence and leadership potential. Course Director's Award for Outstanding Performance, Digital Transformation	Stockholm, SE
201803 - 202308	Bachelor's degree, Dankook University Business Administration	Yong-in, KR

PROFESSIONAL EXPERIENCE

202508 - 202606	Group Tax Intern, Atlas Copco Group - Built and maintained 3 interactive Power BI dashboards for recurring Group Tax reporting, data visibility, process automation, and anomaly review. - Consolidated and validated financial and tax data from multiple subsidiaries, strengthening reporting consistency, documentation, and stakeholder-ready analysis.	Stockholm, SE
202309 - 202407	Shopper Experience Specialist, Versuni Korea (Philips Domestic Appliance) - Utilized Tableau and SAP Analytics Cloud to create dynamic dashboards and visualizations, providing comprehensive insights into campaign performance and product metrics. - Planned and managed 50+ data-driven advertising campaigns, leveraging insights to maximize reach and engagement. - Executed over 100 Coupang campaigns, contributing to a 120% increase in product page views and over 150% growth in click-through rates through strategic analytics.	Seoul, KR
202305 - 202309	Intern, Versuni Korea (Philips Domestic Appliance) - Collaborated with Coupang's advertising division and the internal design team to deliver integrated marketing campaigns. - Applied web-crawling techniques to collect 100+ competitor data points and built an interactive dashboard for data-driven market and product-positioning analysis.	Seoul, KR

INTERNATIONAL EXPERIENCE

202502 - Present	Language Cafe Coordinator, Stockholm University <i>Coordinator</i> Led students interested in learning Korean by organizing informal language sessions, sharing cultural context, and introducing basic phrases and fostering curiosity.	Stockholm, SE
202201 - 202301	Exchange student, Exchange Student In Business Administration, Stockholm University Completed a one-year exchange in Business Administration at Stockholm University, sharpening analytical thinking through coursework and case-based projects in an international setting.	Stockholm, SE
202208 - 202212	Language Cafe Coordinator, Stockholm University <i>Coordinator</i> Demonstrated expertise in leadership and project management by organizing and conducting more than 10 language cafe events with over 30 international students.	Stockholm, SE

ACTIVITIES

202408 - Present	Student Ambassador, Stockholm School Of Economics (Handelshögskolan I Stockholm) <i>Student Ambassador</i> Represented SSE at international outreach events, including the GMAC Master's Fair and Virtual Pre-	Stockholm, SE
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Departure Orientation, supporting more than 50 prospective and incoming students.

202503 - 202506	Student Consultant, Lindemann • Analyzed Lindemann's connected services through 7+ stakeholder interviews and proposed subscription-based business model innovations, presented to management in Düsseldorf.	Stockholm, SE / Düsseldorf, DE
202501 - 202503	Student Consultant, LiNPhA <i>Live Project</i> • Worked with a deep-tech startup developing lithium-niobate photonic devices, using 5+ stakeholder interviews and market research to improve visibility and go-to-market direction.	Stockholm, SE
202410 - 202412	Student Consultant, Wolt <i>Live Project</i> • Analyzed Wolt's operations and financial strategy through 5+ stakeholder interviews, delivering actionable recommendations to improve efficiency and support strategic growth.	Stockholm, SE
202408 - 202410	Student Consultant, Super Synbiotics <i>Live Project</i> • Proposed a user-friendly application concept for a defined customer segment and conducted three financial analyses to assess feasibility and alignment with the project's goals.	Stockholm, SE
202207 - 202301	K - Digital Training Course: Business Big Data Analyst, Fast Campus • Completed several projects, including a company analysis project, utilizing SQL for data querying, Python for statistical modeling, and Tableau for visualization.	Seoul, KR
201907 - 202101	Sergeant, The Republic Of Korea's Army, • Held position of head of unit, enhancing leadership abilities.	Yong-in KR

SELECTED TECHNICAL PROJECTS

Public, inspectable work available at github.com/hyungchulc.

2026	Memory Forest • Designed a provenance-aware, local-first memory architecture with route-first retrieval, rebuildable indexes, and explicit source trails for long-running AI agents.	Python / Open source
2026	Memory Retrieval Lab • Built repeatable fixtures and tests for ranking, freshness, multilingual retrieval, and root-first evidence trails.	Python / Evaluation
2026	Aria YouTube Skill • Built an inspectable evidence pipeline combining caption retrieval, local transcription fallback, and sampled video frames.	Python / Swift
2026	Codex Context for ISTM • Transformed session records into bounded working context with explicit source boundaries and time-aware provenance.	Python / macOS

SKILLS

- **Language Skills.**
- Korean (native proficiency), English (C2, professional working proficiency). Swedish (A1).
- **IT Skills.**
- **Professional: Python, SQL, Tableau, Power BI, SAP Analytics Cloud, Swift, Microsoft Office, Figma, Photoshop / Basic: R.**