Hayun Jung

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OBJECTIVE

Aspiring to contribute to the field of marketing through advanced research in consumer attention and decision-making processes by leveraging my background in data analytics and marketing.

EDUCATION

Doctor of Philosophy (Ph.D.), Hotel Administration Present
Cornell University, Ithaca, NY

Master of Science in Information Technology - Business Intelligence and Data Analytics August 2019
Carnegie Mellon University, Pittsburgh, PA
Relevant Courses: Data Mining, Statistics, Introduction to Artificial Intelligence, Unstructured Data Analytics

Master of Global Hospitality Management August 2016
Georgia State University, J. Mack Robinson School of Business, Atlanta, GA

Bachelor of Business Administration August 2014
Kyung Hee University, Seoul, Korea

INTELLECTUAL CONTRIBUTIONS & APPLIED PROJECTS

Book Chapter

- Jung, H. (2024). Seeing Through the Noise of Attention: A Diary of a Data Scientist. In Nelson-Field, K. The Attention Economy: A Category Blueprint. Palgrave Macmillan publishing, pp. 114-120.

Referred and Industry Publications

- Jung, H., & Nelson-Field, K. (2022). The Shape of Attention: Mining Gold from Individual-Level Attention Viewing Patterns. World Advertising Research Center (WARC).
- Jackson, L. A., & Jung, H. (2017). The Lodging Franchise Relational Model: A Model of Trust, Commitment, and Resource Exchanges. The Journal of Hospitality Financial Management, 25(1), 56–73.

Research in Progress

- **Impact of Brand Logo Timing on Consumer Attention and Brand Choice**
  Collaborators: Dr. Alexander Fulmer
  Description: Investigating how the presence or absence of brand logos influences consumer attention and brand choice, using eye-tracking data to analyze visual engagement patterns.
  Role: Conducting data analysis and interpretation; contributing to study design and theoretical framework development.
- **Formats as Coordinates: Which Spec-Codeable Dimensions Shape Attention**
  Collaborators: Dr. Geoffrey Fisher
  Replacing named ad format comparisons with a coordinate system coded from public spec sheets, and testing which dimension predicts which component of attention.
  Status: Analysis stage; formalizing the modeling and preparing a randomized follow-up.

CONFERENCE PRESENTATIONS

Jung, H., Fulmer, A., & Nelson-Field, K. (2026, June 12). *Tease or tell? How media friction inverts the effectiveness of early branding*. INFORMS Marketing Science (ISMS) Conference, Nova School of Business and Economics, Carcavelos, Portugal.

Jung, H., Fulmer, A., & Nelson-Field, K. (2025, Oct 10). *Present your logo early, or late? How ad format moderates logo timing on attention*. Association for Consumer Research (ACR) Annual Conference, Washington, D.C., USA.

Kim, H., Jung, H., & Park, K. (2025, July 8). *Efficiency in Flight: Evaluating The Effect of Domestic Codesharing in The US Airline Industry*. The 30th Asia Pacific Tourism Association Conference, Busan, South Korea.

PROFESSIONAL EXPERIENCE

AMPLIFIED INTELLIGENCE, Australia. Jun 2021 - Aug 2025
Senior Data Scientist

- Developed 'attentionPLAN', an ML-driven SaaS product that uses attention data to optimize media planning and advertising strategies
- Led approximately twenty (20) research projects and served as a key contributor to the company's thought leadership, Providing regular analyses and insights. Research highlights were published by the company's CEO (Karen Fields).
- Formulated a strategic framework that clarifies the value of media formats, providing a structured approach to interpret

attention data's impact on advertising.
- Achieved a substantial increase in Annual Recurring Revenues and retention rate through ongoing innovations within attentionPLAN by directly applying findings from in-depth research on attention metrics.

LBT INNOVATIONS (ASX: LBT), Australia Oct 2019 - Sep 2021
Artificial Intelligence Development Specialist
- Led the development of Evaluation Modules (EM), rapidly adjusting production flow to meet immediate demands, thus generating significant income for the company.
- Significantly improved Urine Chromogenic Culture Plates analysis, achieving 100% Negative Predictive Value (NPV) and 100% sensitivity This reduced the need for manual review by 93%.
- Reduced development time by 6 months through a post-processing solution for the AdaBoost model, enhancing NPV and sensitivity, instrumental in CE marking in Europe.
- Contributed to optimizing machine learning algorithms, leading to increased sales in Europe and the United Kingdom.

INTERCONTINENTAL HOTELS GROUP (IHG), U.S. June 2016 – Feb 2017
Americas Region Resourcing Analyst
- Assisted senior leadership by analyzing workforce data to improve decision-making processes.
- Defined a new company specific metric to guide and influence decision making process by providing insights about executive managers training course offerings and demand in the U.S. region.

J. MACK ROBINSON SCHOOL OF BUSINESS, Atlanta, U.S. September 2015 - May 2016
Graduate Research Assistant
- Developed strategies to promote master's program through social media channels.
- Assisted with grading and graduate and undergraduate course preparation.

OTHER RELEVANT EXPERIENCE
- **Atomix** / Innovation Program Project Manager Intern: Managed early-stage website development focused on environmental awareness, leading to successful user engagement and outreach.
- **University of Pittsburgh Medical Center (UPMC)** / Research Analyst: Analyzed Electronic Health Records (EHR) to derive insights into operational improvements in the Emergency Department, contributing to the hospital's strategic planning and resource allocation.
- **Altisource Portfolio Solutions** / Data Analytics & Reporting Intern: Configured HRIS software and updated tracking systems; conceptualized end-user documentation
- **DigiCAP Co., Ltd.** / Marketing Coordinator: Translated technical software engineering content; revised product descriptions and IPO documents.

TECHNICAL/PROGRAMMING SKILLS

- **Programming Languages**
  - Python (pandas, NumPy, scikit-learn, StatsModels)
  - R: Experience in programming for analytics.
- **Machine Learning and Analytics**
  - Regression, Classification, Clustering, Time Series Analysis, NLP
  - Marketing Analytics: A/B Testing, Consumer Segmentation, Predictive Modeling

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EXTRACURRICULAR ACTIVITIES

APPLIED FIELD RESEARCH, Havana, Cuba May 2016
Assessing the Cuban Hospitality Business Environment
- Conducted primary and secondary research; developed a feasibility study and proposed a lodging concept.

UPDATE CLOSET, Seoul, Korea
Entrepreneurial Venture Founder and Project Manager
- Developed and launched an online marketing platform supporting low-budget fashion designers, securing ~$50,000 USD in competitive government grants.
- Led all aspects of venture development from concept generation to funding pitches, marketing, and team coordination.

HONORS & AWARDS

NATIONAL CROWDFUNDING START-UP CONTEST, Seoul, Korea Dec 2013
- Received second place prize for venture concept ($20,000)

CONTENTS KOREA LAB IDEA PILOT PROJECT EXCELLENCE AWARD, Seoul, Korea June 2014

- Received additional funding from government agency ($30,000)
- Implemented pilot testing of a business model to conduct market testing for new fashion designers.