

Hannah Kwon

DeKalb, IL

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OBJECTIVE

Seeking a position leveraging expertise in client relations, AI, data analysis, marketing, and business strategy to support professional engagements and drive impactful business solutions.

EDUCATION

Bachelor of Science in Business Administration, Marketing Minor, December 2023 – 2026

Northern Illinois University, DeKalb, IL

GPA: 3.7/4.0

EXPERIENCE

Intern, Stukent, Northern Illinois University, DeKalb, IL, September 2026 – December 2026

- Managed a simulated \$126,000 digital marketing budget across 10 rounds, allocating funds based on campaign performance and KPIs.
- Developed and optimized 3 digital advertising channels: Search, Display, and Shopping using keyword research, bid adjustments, audience targeting, and ad copy.
- Oversaw campaign metrics and landing-page performance to identify optimization opportunities and improve marketing strategy throughout the simulation.

Intern, NIU U.S. Career Catalyst Job Simulation, KPMG, DeKalb, IL, October 2026

- Analyzed 5,000+ urgent care patient visits to identify operational inefficiencies and key drivers of patient wait times.
- Suggested healthcare practices to reduce patient wait times by 15%–28%, focusing on staffing and workflow optimization
- Evaluated 15+ key operational variables to identify process bottlenecks and opportunities to improve patient flow and overall experience

Team Lead, NIU, FMSC, Aurora, IL, January 2025 – May 2025

- Managed inventory and stock valued at \$4,500+, ensuring organization and consistent supply availability.
- Supervised three to six volunteers in packaging 15,500+ meals and 73 boxes of food, maintaining productivity, organization, and quality throughout the project.
- Coordinated meal packaging operations that provided enough food to feed 43 children each day for 52 weeks through international hunger relief initiatives.

Team Lead, NIU, RSM, DeKalb, IL, August 2023 – December 2023

- Coordinated communication for a team of 5 developing hybrid workforce initiatives.
- Reformatted 100% of the hybrid workforce structure across 5 business areas to develop a stronger hybrid workforce solution.
- Conducted 100+ hours of research and consulted with 5+ representatives focused on boosting performance tracking methods.

TECHNICAL SKILLS

Microsoft Office Suite, Presentation Software, Data Analytics, AI, Project Management, SQL