

Sun W Choi

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SUMMARY

Political Economy and Real Estate student at the University of Washington, seeking to apply previous experiences in finance, marketing, and client relationship in an asset management role. Financial planning creation, effective verbal and written communication, strong quantitative and qualitative analysis skills, and extensive research on local, national, and global markets with statistical model development.

EDUCATION

University of Washington, Seattle, WA

Graduation: May 2023

BA in Political Economy and BS in Real Estate, Minor in Computational Finance

GPA: 3.69/4.0, Dean's List

Undergraduate Fellow, UW Center for Environmental Politics

The Statira Biggs Memorial Scholarship Recipient

Relevant courses: Microeconomics, Macroeconomics, Financial Accounting, Managerial Accounting, Introduction to Business Law, Real Estate Finance and Economics

Sciences Po, Paris, France

July 2022

Study Abroad, International Political Economy; received academic credit toward political economy

London School of Economics and Political Science, London, United Kingdom

August 2022

Study Abroad, Economic History; received academic credit toward political economy

EXPERIENCE

UW Business Impact Group, *Consultant*

January 2022 - June 2022

- Created a financial plan for a \$4M retail business and utilized excel models to place a 60% margin on important products
- Developed and implemented a social media marketing plan that attracted 500+ to an event
- Worked with teams to prepare and present comprehensive deliverables to professional advisors and clients weekly and presented a final report

UW Marketing and International Business Lab, *Intern; Research Assistant*

January 2022 - March 2022

- Managed participants from UW and outside institutions, answered questions, and worked with faculty to improve performance during lab sessions
- Analyzed data, conducted research, and developed 20+ statistical models for faculty and Ph.D. students
- Communicated and coordinated a fast-paced team environment with other assistants, Ph.D. students, and faculty through 20+ performance reports per week via email

LEADERSHIP

Applied Analytics Club at UW (AACUW), *Investing Team Leader*

October 2020 - Present

- Completed 2 research projects as a team, writing quarterly financial and economic reports
- Created trading strategies backed by data science for US-listed stocks and performed those on the Investopedia simulator
- Led workshops on DCF modeling to analyze financial data and on data science research to find investment opportunities

SoFi, *Student Ambassador*

August 2022 - Present

- Led meetings with SoFi marketing associates to research and compile useful information on targeted audience demographics to create marketing plans and presented in multiple zoom meetings to SoFi associates
- Coordinated an effective strategic marketing campaign that ultimately increased the targeted engagement by 100% for SoFi to increase brand awareness at the University of Washington

ADDITIONAL INFORMATION

Language: Native in English and Korean, Elementary Proficiency in Mandarin Chinese and Spanish

Skills: Microsoft Office (Word, PowerPoint, Excel), Google Suite, Adobe Photoshop, iMovie, Canva, Slack, Data Analysis and Statistical Software