

TAE KIM

Senior Business Intelligence & Data Engineering Analyst

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SUMMARY

Business Intelligence and Data Analyst with 10+ years of experience using SQL, BigQuery, Power BI, Looker, and large-scale datasets to analyze business performance, develop executive dashboards, define KPIs, and deliver actionable insights. Experienced in transforming complex data from multiple platforms into trusted analytical datasets and self-service reporting solutions. Strong technical foundation in data engineering, data quality, dimensional modeling, and automated reporting across Google Cloud Platform (GCP) and Azure.

EXPERIENCE

Senior Business Intelligence Analyst | Google (via BayOne) | Jul 2022 – Present

- Analyze campaign and content performance across YouTube, Sprinklr, and Bitly to identify trends and actionable insights.
- Develop cross-platform analytical datasets using GoogleSQL (Plx) for reporting and modeling.
- Automate data validation and anomaly detection to improve data quality and reporting accuracy.
- Develop analytical datasets supporting AI-assisted sentiment and campaign insights.
- Build reusable data layers that reduce ad-hoc reporting and improve analytics consistency.
- Support executive quarterly and annual reviews through KPI analysis, dashboards, and insights.

Senior Business Intelligence Analyst | CBS Interactive & 1WorldSync | Jun 2015 – May 2022

- Engineered scalable data pipelines across Azure Data Lake, U-SQL, and Hadoop, processing 12M+ daily event logs for analytics across 1,200+ retail partners, including Target, Costco, and Walmart.
- Designed modular dimensional data models and optimized warehouse schemas supporting 20+ self-service Power BI and Birst dashboards.
- Tuned query performance and partitioned large-scale datasets to improve performance and reduce compute costs.

Graduate Research Assistant | New York University | Oct 2014 – May 2015

- Analyzed 400M+ rows of MTA API and GIS data to identify trends in NYC traffic flow.
- Built interactive data visualizations supporting transportation planning and policy analysis.

Specialist | US Army Reserve | Apr 2012 – Apr 2020

SKILLS

Business & Data Analytics: Business Analysis, KPI & Metric Development, Performance Analysis, Trend Analysis, Ad Hoc Analysis, Data Validation, Anomaly Detection, Executive Reporting

Programming & Query: SQL, GoogleSQL, Python, U-SQL

BI & Visualization: Looker, Google Data Studio, Power BI, Tableau, Birst, Dashboard Development, Interactive Data Visualization

Cloud & Data: Google Cloud Platform (GCP), BigQuery, Plx, Azure Data Lake, AWS, Hadoop, ETL/ELT, Dimensional Data Modeling

EDUCATION

Master of Science in Applied Urban Science and Informatics — New York University, Jul 2015

Notable coursework: Big Data, Data Mining for Business Analysis, Programming for Data Science, Applied Data Science, Real-Time and Big Data Analytics.

Master of Liberal Arts in Information Technology — Harvard University, May 2010

Concentration: Information Management Systems.

Bachelor of Arts — University of Pittsburgh, Dec 2005

Related coursework: Computer Science.

HONORS & AWARDS

- Army Commendation Medal & National Defense Service Medal
- NYU Academic Fellowship – Merit Based