

# Dohyun Ryu

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## EDUCATION

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### Kookmin University

*Bachelor of Business Administration (BBA), International Business*

Expected Feb 2028

Seoul, South Korea

## EXPERIENCE

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### NongHyup (NH) | *Marketing & Sales Associate*

Spring 2025

- **Sales Performance:** Achieved \$7,500+ in weekly B2C revenue, ranking #1 in branch sales through strategic customer segmentation and high-conversion outreach.
- **Marketing Strategy:** Profiled walk-in customer personas and translated the insights into locally targeted offline campaigns, expanding foot traffic beyond the store's core demographic.

### KATUSA — U.S. Eighth Army | *Bilingual Operations Specialist*

May 2023 – Oct 2024

- **Bilingual Operations:** Liaised between U.S. and Korean personnel and managed inventory, records, and reporting via Excel in a high-compliance multinational environment.
- **Squad Leader:** Led a squad of soldiers, overseeing daily operations, training, and personnel management.

### Freelance Interpreter (Korean ↔ English)

Aug 2022 – Present

- Interpreted corporate business meetings.
- Bridged language gaps for New Zealand academic institutions, enabling seamless international educational exchanges.

## PROJECTS

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### Stock Content Automation | *Creator & Developer*

Mar 2026 – Present

- **Research & Analysis:** Analyzed the US economy through 4 specialized agents, each covering one of the core forces driving equities — macroeconomy, politics/policy, stock & market action, and chart data.
- **End-to-End Automation:** Built a 13+1 orchestrator that automates the full pipeline from research to publish-ready slides, saving 10+ hours per week of manual content production.
- **Content & Design DNA:** Used dedicated agents to codify a brand-consistent design system (themes, typography, 9-zone layout, mascot sizing) and auto-generate on-brand carousel slides.

### Celebase | *Full-Stack & Growth Marketing*

Mar 2026 – Present

- **Full-Stack Development:** Built a B2C platform turning celebrity lifestyle claims into AI-personalized meal plans, contributing across the mobile client, BFF, and backend microservices.
- **Growth Marketing:** Driving organic user acquisition by producing short-form videos and native content for Instagram and Threads, owning the social-first GTM channel end-to-end.

### Wyvern Equity Research Club, Kookmin University | *Research Analyst*

Aug 2025 – Present

- **Iljin Electric:** Analyzed the HV/EHV cable and transformer upcycle driven by AI data centers and U.S. grid renewal to build an investment thesis on the company.
- **Robotis:** Mapped the robotics value chain and benchmarked 7+ global peers (HDS, Allient, Rainbow Robotics) to assess competitive position and valuation.

### Kookmin University Press | *Economics Journalist*

Aug 2022 – Feb 2023

- **U.S. Monetary Policy:** Analyzed the Fed's 75bp rate hike, tracing post-COVID liquidity and the Russia-Ukraine commodity shock as inflation drivers and their spillover into KRW depreciation and Korea's import costs.
- **UK Monarchy:** Examined the long-term viability of the British monarchy under King Charles III, covering Commonwealth realm sentiment, colonial-era accountability, and the institutional role of the Crown.
- **Future of Work:** Assessed the post-pandemic shift to hybrid work models, weighing productivity gains, talent retention, and equity trade-offs reshaping corporate workforce strategy.

## SKILLS

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**Finance & Research:** Equity Research, Industry & Peers Analysis, Valuation, Macro & FX Analysis

**Tech:** Excel, Multi-Agent AI Pipelines, RAG, Workflow Automation, Full-Stack Development, AWS, Git

**Marketing:** Customer Segmentation, Persona Analysis, Go-to-Market, Short-Form Video, Social Media Strategy

**Certifications:** TOEIC 980, ADsP (Advanced Data Analytics Semi-Professional)