

BRIAN YOM

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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, Texas **May 2014**
Master of Business Administration, Evening Program

THE UNIVERSITY OF TEXAS AT AUSTIN, College of Communication, Austin, Texas **May 2010**
Bachelor of Science in Advertising

KAYWON SCHOOL OF ART AND DESIGN, South Korea **February 2006**
Associate of Science in Multimedia Design

EXPERIENCE

Brians Group, Honolulu, Hawaii **2016 - Present**
Data technology marketing agency

Owner/Business Consultant

- Design and develop business platform to increase revenue, reduce cost, or boost customers satisfaction
- Conceptualize digital strategic plans for online marketing
- Build and implement an integrated demand generation plan designed to support the company's growth objectives
- Business consultation for pioneering analytics research, business insight design, IT strategy, and data visualization
- Driving analytics-based business of IT strategies and solutions for local businesses by leveraging customers' data analytics and data visualization through an innovative consulting approach
- Analyzed data requirements, application and processing architectures, data dictionaries and database schemas while designing, developing, amending, optimizing and certifying database designs to satisfy client needs.
- Developed strategy and road maps including tactics, project plans, milestones and KPIs.

Cisco, Austin, Texas **2014 - 2016**
An American multinational corporation that designs, manufactures, and sells networking equipment

Business Analytics Consultant

- Business Analytics Consultant for Cisco Consulting Services (CCS) that is responsible for pioneering analytics research, business insight design, IT strategy, and data visualization
- Driving analytics-based business of IT strategies and solutions (Technology Assistant Center – TAC Data Analysis) for global public sector and defense organizations (US Army RCC) by leveraging customers' big data analytics and data visualization through an innovative consulting approach
- Helping to mitigate negative impacts on the operations through developing actionable business insights for resource planning, disruption management, and risk mitigation
- Design and develop business analytics dashboard for US Army Technology Asset Lifecycle Mapping
- Analyzed data requirements, application and processing architectures, data dictionaries and database schemas while designing, developing, amending, optimizing and certifying database designs to satisfy client needs.
- Gathered functional and non-functional client requirements in order to optimize the design of BI deliverables (reports, dashboard, and visualizations).
- Developed strategy and road maps including tactics, project plans, milestones and KPIs.

Business of IT and Data analytics projects for US Army, Dick Sporting Goods, Price Chopper, Staples, and Whole Foods.

FAHRENHEIT MARKETING, Austin, Texas **2010 - 2014**
Marketing agency providing web development and search engine optimization services

Creative Director

- Designed user interface for desktop and Web-based products from conceptualization and detailed user interface and functionality design through implementation.
- Conceptualize branding plans and executions (E-commerce, big data websites) for effective development and Search Engine Optimization

- Collaborated with marketing, product management, and product development during design stages.
- Identified user needs and business requirements and communicated design deliverables, such as specifications, templates, storyboards, wireframes, and mock-ups.
- Worked with production team to implement UI and create enhancements to optimize user experience by click stream analysis.
- Conducted strategic and tactical user-research studies to provide consumer insight. Presented findings to department heads and staff.
- Develop an audience segmentation strategy that includes both clients and prospects
- Build and implement an integrated demand generation plan designed to support the company's growth objectives

NATIONAL OILWELL VARCO, Houston, Texas

2013

Leading worldwide provider of equipment and components in oil and gas industry (Ranked 184 in FORTUNE 500)

Supply Chain Finance, MBA+ Project

- Analyze and consult targeted research for managerial accounting for supply chain finance
- Consult with business leaders to guide and influence strategic decision-making
- Identify opportunities for process improvement and provides guidance to analysts
- Design managerial models and methods for managers by using management information system and general financial accounting standards (Analyze supply chains of 5 facilities in Houston)

GSD&M IDEA CITY, OMNICOM, Austin, Texas

2009 - 2010

An advertising agency located in Austin, Texas (400+ employees, over \$1.7 billion gross billings in 2010)

Studio Artist / Art Director

- Conceptualized and designed digital advertising campaigns for US Air Force, ACE Hardware, and Southwest Airlines

5 SOLAS LLC, Austin, Texas

2006 - 2009

Web & Design agency

CEO / Creative Director

- Executed design projects for companies: GSD&M Idea City, T-3, and Door Number 3
- Provide silkscreen printing and custom design products in the US and South Korea

SUGARCUBE, Seoul, South Korea

2005 - 2006

An advertising agency located in Austin, Texas (400+ employees, over \$1.7 billion gross billings in 2010)

Interactive Designer

- Designed and launched a \$50K budgeted commercial website for SAMSUNG LCD TV
- Created digital animation for Korean Electronic Power Corporation (KEPCO); Winner, Web Award Korea 2006

THE REPUBLIC OF KOREA ARMED FORCES, Pocheon, Republic of Korea

2002 - 2004

The armed forces of South Korea

Sergeant / Petty Officer 2nd Class

- Lead and managed more than 50 subordinates and operated portable telecommunication device (TTC 95k)
- As a signaler, responsible for the battlefield voice and data communication and information technology infrastructure, using a variety of media. (Wire line, satellite, and radio communication)

QUALIFICATIONS

- Exceptional communication, interpersonal, and time-management skills.
- Demonstrated ability to achieve sales target with assigned account by partnering customers in a counseling relationship.
- Skilled in designing applications, user interfaces (UI), websites, online ads, data analytics, and data visualization.
- Adept at all phases of project lifecycle, including requirements gathering and user analysis to information architecture (IA), testing, graphic user interface (GUI) design, and implementation.
- Solid knowledge of human-computer interaction (HCI), navigation, and usability for UI design.
- Strong design and production skills with emphasis on interactive elements.
- Quick learner, with an ability to easily grasp and put into application new ideas, concepts, methods and technologies. Dedicated, innovative and self-motivated team player/builder.

TECHNICAL KNOWLEDGE

- Applications: Adobe Photoshop, Illustrator, Dreamweaver, Flash, InDesign, After Effects, Premiere Pro, MS Office, Tableau, and D3.js.
- Scripting: HTML, CSS, XML, Flash action script, and JavaScript.
- OS: Macintosh and Windows
- Data Analytics: Clickstream Analytics and Search Engine Optimization

ADDITIONAL

- Korean Language (Native)
- Volunteer at Austin Korean Language School, Leadership
- Graduate Finance Association, Member
- Texas Advertising Group, Member
- AAAA Multicultural Advertising Internship Program, Member
- **Work Eligibility:** Eligible to work in the United States and South Korea with no restrictions