

Cara Jung

📍 Bay Area, CA

📞 (323) 423-7468

✉️ carasjung@gmail.com

🌐 in/carasjung

🌐 /carasjung

🌐 carasjung.com

SKILLS

Languages: Python, SQL, JavaScript, TypeScript, HTML, CSS

Frameworks & Technologies: Next.js, FastAPI, React, Supabase, PostgreSQL, Salesforce, Airtable

Machine Learning & Analytics: Ridge Regression, XGBoost, K-Means, UMAP, Statistical Analysis, Model Validation

Data & Business Intelligence: Database Design, ETL Pipelines, Data Visualization, Performance Metrics, Predictive Modeling

PROJECTS

Song Nerd - AI Music Marketing Platform | Full-Stack | Next.js, Python, FastAPI, Supabase, AI/ML

- Built comprehensive AI-powered music marketing platform using Next.js, Python FastAPI, and Supabase that processes and analyzes audio data to generate high-quality training datasets and actionable insights for independent artists
- Implemented machine learning models for audio feature extraction and automated data labeling with confidence scoring and quality validation mechanisms for model training
- Developed real-time data processing pipeline with automated quality control and systematic validation to ensure training data integrity and consistency
- Created analytical dashboard with performance metrics using Recharts and D3.js, enabling data-driven evaluation of model accuracy and recommendation effectiveness

Agent Scraper - Brand Sentiment Analysis with AI Agents | Full-Stack | Node.js, React, WebSocket, AI/ML

- Built comprehensive real-time sentiment analysis platform as side project using AI agents to autonomously scrape major social media platforms and forums for automated brand health monitoring and crisis detection capabilities
 - Deployed modular AI agent architecture integrating multiple AI/ML models (Hugging Face, Groq, Ollama) for data collection and robust sentiment analysis, generating platform-specific summaries and strategic recommendations
 - Architected scalable full-stack solution with React dashboard featuring WebSocket-powered real-time updates, Node.js/Express backend orchestrating autonomous scraping agents, and Chrome-based authenticated session handling for comprehensive data gathering
 - Applied AI agent platform to current role at NAVER for monitoring webtoon IP health and fan sentiment, demonstrating practical business value by enabling data-driven decisions for priority intellectual property strategy and promotional campaigns
-

WORK EXPERIENCE

Creator Specialist, Operations | NAVER Corp | July 2022 – present

- Developed ML-powered creator ranking system using Ridge regression and XGBoost on 1,500+ webtoons and 60+ adaptations, achieving 99% accuracy to identify high-potential creators for priority strategic partnerships
- Applied proprietary Agent Scraper platform to monitor online sentiment across major social media platforms, providing real-time IP health insights and fan engagement analytics for data-driven portfolio decisions
- Built and implemented automated quarterly reporting system for 600+ projects by integrating Salesforce and Airtable, reducing manual processing time by 75% and ensuring data accuracy across platforms
- Managed client relations for 60 creators by implementing systematic onboarding processes and campaign tracking systems that improved project delivery timelines by 90%

Publicist | Weller Media Agency | August 2021 – June 2022

- Secured high-impact media placements across tier-1 outlets including Vogue, WWD, Billboard, and Forbes by crafting compelling narratives and building strategic media relationships for entertainment and fashion clients
 - Orchestrated complex multi-stakeholder communications for virtual and in-person events, coordinating between clients, media, and internal teams to ensure seamless execution of speeches, interviews, and panel discussions
 - Led cross-departmental campaign execution by developing strategic timelines and facilitating clear communication protocols among marketing, social, production, and design teams
-

EDUCATION

University of Colorado Boulder | Computer Science, M.S. | October 2024 - December 2025

University of Southern California | English Literature, B.A. | August 2011 - May 2015