Heewon Hwang

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EDUCATION

Yonsei University　　　　　　　　　　　　　　　　　　　　Mar 2020 – Feb 2025 (expected)
B.B.A. with AI Concentration (GPA: 4.13/4.30)　　　　　　　　　　　*Seoul, Republic of Korea*
*Leave of absence for military service: Mar 2021 – Dec 2021

American International School Chennai　　　　　　　　　　　　　　Jan 2011 – May 2019
International Baccalaureate: 44/45, Student Council President　　　　　　　　　*Chennai, India*

RESEARCH INTERESTS

Asset Pricing, Behavioral Finance, Machine Learning

RESEARCH EXPERIENCE

Yonsei University School of Business　　　　　　　　　　　　　　　Feb 2024 – Present
Undergraduate Research Assistant (Advisor: Jun Kyung Auh)

- Contributed to a study assessing whether the design of Korean Equity Linked Securities (ELS) products is unfair to investors by (1) gathering and preprocessing financial data from over 300,000 ELS products using the Korea Securities Depository API and (2) extracting relevant data from all ELS prospectuses (shelf registrations) available on DART (Korean equivalent of EDGAR).
- Facilitated data collection on the impact of natural disasters as systematic risk on municipal bonds using Bloomberg and AutoIt scripts.

Honors Thesis Project　　　　　　　　　　　　　　　　　　　　Mar 2024 – Jun 2024
Independent Research Coursework (Advisor: Jaehoon Hahn)

- Conducted an extension study of the semibeta asset pricing model on the Korean stock market including KOSPI, KOSDAQ, and the overall market.
- Evaluated the model's robustness for more recent market movements and financial crises, such as COVID-19 and the 2022 market decline.

Yonsei Investment Group, *Finance Society*　　　　　　　　　　　　Mar 2023 – Nov 2023
Quantitative Research Team Lead (Jul – Nov, 23)

- Created and led the team in reproducing fundamental finance theories including Modern Portfolio Theory (MPT), Post Modern Portfolio Theory (PMPT), and the 3-Factor Model with Korean stock market data.
- Advanced to the 2023 DB GAPS (Global Asset Allocation Portfolio Strategy) Competition finals with an asset allocation strategy based on enhanced versions of MPT, reaching a peak rank of 5th place among over 800 teams.

Junior Analyst (Mar – Jul, 23)

- Collaborated on bi/triweekly analyst reports, pitch books, and valuations (DCF, Multiples) of companies including JYP Ent., Chunbo, Vatech, and Lunit.
- Independently researched Cheryong Electric, accurately forecasting growth in electric utilities and transformers.

HONORS AND AWARDS

Fulbright Graduate Student Program Award　　　　　　　　　　　　　2025 (expected)
Scholarship awarded to roughly 40 students in Korea for graduate studies in the US

Yonsei AI Concentration Major Scholarship　　　　Dec 2024 (expected), Jul 2024, Jul 2023
Merit-based scholarship for students enrolled in AI Concentration Major

Yonsei Merit-based Scholarship　　　　　　　　　Aug 2024, Feb 2024, Jan 2023, Feb 2022
One-third of tuition waived per semester

Honors, Yonsei University　　　　　　　　　　　　　　　　　　　Aug 2024, Feb 2021
Students within top 10% of the students in their respective grade and field of study/college

Yonsei Business School Scholarship for Outstanding Student   Oct 2022
Merit-based scholarship for business school students

IHEI Scholarship   Sep 2022, Apr 2022
Awarded with Kkomzirock startup team

High Honors, Yonsei University   Aug 2022
Students within top 3% of the students in their respective grade and field of study/college

4th Place, IHEI Winter Workstation   Mar 2021
Startup contest hosted by Yonsei Institute for Higher Education Innovation

WORK AND EXTRACURRICULAR EXPERIENCE

Levit (Alwayz), *E-commerce Startup*   Jul 2022 – Aug 2022
Marketing Intern
- Pioneered a viral item discovery methodology leveraging NAVER Datalab (Korean equivalent of Google Trends) shopping search data to identify trending products appropriate for in-app promotions.
- Conducted user interviews to gather insight on influential online communities and sources of virality among stay-at-home moms.

180 Degrees Consulting, *Yonsei Branch*   Mar 2022 – Dec 2022
Branch President (Jul – Dec, 22)
- Led the first in-person semester post-Covid, including general meetings, workshops, and case competitions for 15 student consultants to develop essential skills such as framework thinking and pitch book formatting.
- Contracted with 6 social enterprises for pro bono consulting projects, leading projects for Thamon with a social media marketing campaign and CUECLYP with website design consultations.

Student Consultant (Mar – Jun, 22)
- Surveyed university students on potential marketing campaigns for Code Green, a sustainable apparel startup.
- Participated in internal CBS case competitions concerning IKEA and Pandora.

Kkomzirock, *Startup Team*   Mar 2020 – Dec 2022
Founding Member
- Co-developed EAGLOO, an online study cafe, and Yonsei Wiki, a student SNS platform MVP, addressing student needs for online interactions amid Covid-impacted semesters.
- Competed in multiple startup contests, such as 2022 IHEI Workstation, 2020 IHEI Winter Workstation, and 2020 Yonsei-Nexon RC Creative Platform.

Republic of Korea Army   Mar 2021 – Dec 2021
Administrative Specialist, 9th Ammunition Depot
- Performed inventory management tasks for all ammunition storage units using the Defense Logistics Integrated Information System and inventory simulator.

SKILLS

Programming: Python, R, HTML/CSS
Database: WRDS, FnDataGuide, Quantiwise
Languages:
- Korean: Native
- English: Fluent (GRE Verbal 166/170, TOEFL: 118/120)
- Spanish: Intermediate (IB Spanish SL: 7/7)

Hobbies: Basketball, Sketching