Jeewon Lee

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EDUCATION

Texas A&M University, Mays Business School   College Station, Texas
Master of Business Administration   May 2025
Master of Science in Analytics (STEM)

Seoul National University   Seoul, South Korea
Bachelor of English Literature and Linguistics   Feb 2015
Minor in Chinese Literature and Linguistics

EXPERIENCE

Shilla Duty-Free (Samsung Group)   Seoul, South Korea

Buyer, Merchandising Group   October 2021 – June 2022
- Successfully negotiated best-selling merchandise deals with third-party brands, achieving record-breaking sales volume of $80 million and capturing a substantial market share within the group in 2021
- Efficiently managed brand investments, resulting in a 15% year-over-year increase in the group's Key Performance Indicators (KPIs)
- Produced Market & Brand Analysis reports and Monthly Ending Balance reports, instrumental in enhancing collaboration between companies during Joint Business Plan meetings

Associate Manager, Global Strategic Planning Group   March 2020 – October 2021
- Oversaw and developed financial statements for international airport duty-free stores, providing critical data for weekly reports to the CFO
- Reviewed key legal documents for an American joint venture (3Sixty) post-acquisition, monitoring the financial and operational health of the company
- Coordinated high-level shareholder meetings involving CEOs, fostering collaboration between companies with diverse perspectives

Senior General Manager, Dispatch to Thailand   June 2017 – July 2018
- Led a team of 30 in a Thailand joint venture, directly supporting the Chief Operations Officer (COO)
- Spearheaded sales planning and budgeting using diverse financial models and managed overall financial status, extending beyond shop operations roles
- Facilitated weekly meetings with cross-functional teams, including Merchandising, Warehouse, Logistics, Shop Operations, and Finance, ensuring a comprehensive understanding comparable to that of the COO

Assistant Manager, Sales Operations Group   March 2015 – June 2017, July 2018 – March 2020
- Managed a portfolio of over 50 brands, including renowned brands like Louis Vuitton and Dior, collaborating with a diverse team of more than a hundred staff members
- Designed staff incentive schemes and implemented special sales strategies for aging inventory, resulting in sales increase of up to 50% and 20%, respectively
- Led and successfully launched a brand opening project, the first Chinese brand opening for our company, achieving sales that exceeded the target by over 150% for several months post-launch

SKILLS, ACTIVITIES & INTERESTS

Languages: Fluent in Korean; Conversational proficiency in Chinese
Technical Skills: Python, R, Tableau, SAS, SAP Bex Analyzer, Microsoft Office (Excel, Word, PowerPoint)
Certifications & Training: Hanyang Cyber University (2022): Took University Level Mathematics and Business Statistics credits (GPA 4.5), Korea National Open University (2023): Statistics, Python, R, SQL (GPA 4.2), Online Python Bootcamp in Udemy (2023), Certificate of Teach English to Students of Other Language (TESOL) (2020)