逗号同学

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☆ PROFESSIONAL SUMMARY

Passion for building inspiring companies through industry-leading tech, design, and execution. An experienced early-stage global executive with an economics degree from the University of Wisconsin - Madison. Looking to join as a global startup consultant.

☆ PROFESSIONAL EXPERIENCE

CEO & Founder

Rezi 2015-08 ~ 至今 , Seoul, South Korea

- Built Rezi - the most loved resume software in the world, trusted by over 2,227,254 users.
- Founded Rezi at the age of 22. At 23, successfully globalized into South Korea growing to be South Korea's leading English resume company, the most awarded global startup in South Korea, and securing over $650,000 in investment, grants, and awards.
- Collaborated with the development team to engineer scalable partnership strategies such as redemption-code-based access which resulted in over 50,000 new users in 1 month with zero marketing dollars spent.
- Accountable for developing new business models as a response towards market conditions and opportunities which resulted in the development of 3 new core departments including e-learning, global recruiting, and data-vending.
- 13 full time employees; 2,227,254 users; $650,000 total raised investment; $40,000,000 valuation.

Web Developer

Kaplan 2015-05 ~ 2015-11 , La Crosse, WI

- Executed website redesign of kaplancleantech.com using Expression Engine as a CMS while working with marketing and sales teams. Optimized 3 landing page variants using HTML, A/B testing software and customer feedback to increase leads for sales teams.
- Lead the developing SEO strategies monitoring campaigns using MOZ Analytics for a 500k budget. Maintained performance through site analysis, and new keyword research. Prepared analytics and ranking reports presented to management.
- Executed Google Analytics tracking campaigns to maximize the effectiveness of 5 email re-marketing initiatives deployed using Salesforce software. Used Salesforce Object Query Language, C, and Python to search for data for specific information.

Marketing Analyst

Kaplan 2014-11 ~ 2015-05 , La Crosse, WI

- Relied and implement Tableau dashboards to track 6 marketing KPIs. Used data to create reports circulated amongst leadership. Collaborated with marketing specialists to improve marketing strategies to maximize ROI such as introducing Facebook retargeting.
- Used SurveyMonkey to collect over 100 customer feedbacks used to conduct analysis, identify market trends, and calculate NPS. Used customer feedback data and optimization software to present and suggest website improvements to management.
- Managed mobile 2 PPC strategy efforts, using Google AdWords Editor and Marin, by teaching marketing specialists best practices to prepare for the behavioral shift towards increased reliance on mobile.

Web Development Intern

Wisconsin Public Television 2012-06 ~ 2012-09 , Madison, WI

- Integrated Analytics and marketing pixels to track behavior when introducing promos which brought in over $235k in sales.
- Redesigned company intranet to integrate current company processes with new website.

☆ EDUCATION

Economics

University of Wisconsin - Madison · 2014

Powers-Knapp Scholar

☆ EXPERT-LEVEL SKILLS

Leadership: Speaking, Fundraising, Product Development, Communication, Partnerships, International Marketing

Front End: HTML, CSS, Bootstrap, Webflow

Fields of Interest: Early-Stage Fundraising, Global Entrepreneurship, Web Design, Growth