

Hankyul Baik

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PROFESSIONAL SUMMARY

Dynamic Product Leader and E-commerce Consultant with over 10 years of experience driving digital transformation, building scalable ecosystems, and optimizing platform performance. A pioneer in South Korea's open API market, instrumental in creating an app store ecosystem that reduced customization costs by 90% and increased market share by 10%. Proven expertise in consulting for high-profile clients, delivering innovative solutions that enhance user experiences and drive revenue growth. Adept at navigating complex challenges, leading cross-functional teams, and aligning goals to create scalable and efficient digital platforms in the e-commerce and SaaS industries.

WORK EXPERIENCE

E-commerce & Platform Consultant (Independent Contractor)

- **Senior Product Consultant** **Sep.2023 – Present**
 - Advised major retail brands on their end-to-end digital transformation, guiding them in launching and optimizing their e-commerce presence on the Cafe24 platform.
 - Architected and delivered omnichannel retail solutions to integrate online and offline customer experiences, including 'buy online, pickup in-store,' 'buy in-store, ship to home,' and unified loyalty point systems.
 - Served as a technical consultant for both brands and third-party development agencies, defining requirements for custom app development and providing expert guidance on leveraging the Cafe24 open API ecosystem.
 - Sourced and recommended vetted app development partners to clients, and facilitated communication between brands and their chosen developers to ensure successful, on-spec project delivery.

Cafe24 Corp

- **Product Manager** **May.2021 – Mar.2023**
 - Spearheaded the launch of an app store ecosystem using open APIs, enabling 3rd party developers and designers to offer customizable solutions for online stores, reducing customization costs by over 90%.
 - Played a key role in expanding YouTube's shopping feature globally in collaboration with SimpleX internet (Cafe24 Corp), boosting company visibility and stock price by 11.78%.
 - Led a team of 5 developers, 3 QA members, and other stakeholders to improve platform functionality and enhance API reliability.
 - Addressed a critical incident where API server CPU usage soared to 90%, risking a complete shutdown of over 2 million online stores. Implemented emergency protocols and optimized processes to stabilize the system, reducing CPU usage to below 60% and ensuring uninterrupted API functionality.
- **Project Manager** **Jul.2019 – May.2021**
 - Consulted for major corporations like Nike, and YG Entertainment, enabling them to launch high-transaction online shopping platforms through SimpleX internet (Cafe24 Corp).
 - Drove YG Entertainment's online store success, contributing to 35% of its \$430M annual revenue from album and merchandise sales.
 - Orchestrated cross-functional teams of internal developers and 3rd-party partners for seamless project execution.
- **Product Owner** **May.2017 – Jul.2019**
 - Developed and optimized APIs that supported seamless integration for over 300 external services, enabling ecosystem growth and user satisfaction.
 - Initiated weekly control center reviews to track system performance and implemented solutions that reduced API response times to milliseconds.

WEMAKEPRICE

- **Project Manager** **Dec.2015 – May.2017**
 - Revamped Kmall24 operations, focusing resources on the U.S. market and integrating with Amazon and eBay, achieving a 473.1% revenue increase within a year.
 - Co-developed innovative overseas shipping insurance and a co-branded credit card in collaboration with Shinhancard and Mastercard, optimizing value for cross-border shoppers.
- **Service Operator** **Sep.2014 – Dec.2015**
 - Expanded the freight forwarding platform to Japan through strategic market analysis and negotiations, establishing a profitable overseas center.

- Improved logistics efficiency by 25% through macro program automation.

Santoh

- **Service Operator**

Dec.2010 – Jul.2012

- Handled import and export operations across the U.S., South Korea, Vietnam, Japan, China, and the Philippines, ensuring seamless logistics and international trade compliance.

Nike Digital Transformation(Converse, Inc.) - <https://www.converse.co.kr/>

Jan.2021 – May.2021

- Created SSO application
- Integrated offline inventory management & accounting system(SAP) to online business
- Created raffle function backend and frontend by using API
 - Created Cafe24 API that customer requires for the function

Cafe24 Developer Center - <https://developers.cafe24.com/>

May.2017 – Mar.2023

- Created over 300 APIs
- Technical writing for 3 different languages - English, Japanese, Korean
- Managed API changelog
- Control tower of API server

Dong-A Pharmaceutical Co., Ltd. Digital Transformation - <https://dmall.co.kr/>

Jul.2019 – Dec.2019

- Created E-commerce business from the beginning including design, development
- Created referral system backend and frontend

E-Land Group Digital Transformation (Spao) - <https://spao.com/>

Nov.2019 – May.2020

- Migrated E-commerce from another platform.
- Integrated offline inventory management system to online business
- Created new delivery model - pickup at local store
- Create SSO application

Harim Co., Ltd. Digital Transformation - <https://harimpetfood.com/>

Mar.2020 – Dec.2020

- Created E-commerce business from the beginning including design, development
- Created reservation system for tour Harim Pet Center
- Created individualized product recommendation system
- Create SSO application
- Integrated offline inventory management system to online business

CJ Group Digital Transformation (Olive Young) - <https://global.oliveyoung.com/>

Jan.2018 – Apr.2019

- Integration offline inventory management & accounting system(SAP) to first global version of online shopping mall
 - Delivered APIs

YG entertainment Digital Transformation - <https://en.ygselect.com/>

Sep.2019 – Apr.2020

- Created E-commerce business from the beginning including design, development
- Implemented Chatbot system

SM entertainment Digital Transformation - <https://global.shop.smtown.com/> (<https://smtownandstore.com/>)

Jan.2021 – May.2021

- Integrated offline inventory management system to online business
- Integrated music chart sales data between offline and online
- Implement pre-order system
- Create SSO application

LAMY Online privileged function - <https://lamyshop.kr/>

Feb.2021 – Mar.2021

- Create Customized order system
 - Customer may implement customized design for the product

SKILLS

- **Technical:** Product Management, API Architecture, E-commerce Strategy, SDLC, Data Analysis.
- **Tools:** Confluence, Jira, Slack, Google Analytics(GA Certificate), Microsoft Office Expert(MOS Certificate)
- **Soft Skills:** Cross-functional Leadership, Strategic Planning, Problem Solving.

EDUCATION

Seokyeong University

Mar. 2006 – Mar. 2010

- Bachelor's degree in Business administration
- Honors: Awarded multiple scholarships in recognition of academic excellence and dedication

ADDITIONAL EXPERIENCE & COMMUNITY ENGAGEMENT

Community & Social Impact

- Initiated South Korea's first "Free Hugs" campaign as a college freshman, inspired by the global movement to spread happiness.
 - Dedicated two hours, twice a week, for two years to offering "Free Hugs" in a culture where physical affection was uncommon.
 - Recognizing the need for broader participation, built a website and organized a group that grew to over 100 campaigners.
 - The campaign gained national media attention, including coverage by news outlets and documentary filmmakers, helping foster cultural awareness and acceptance of public expressions of kindness.
- Volunteered at facilities supporting disabled orphans and Alzheimer's patients, fostering empathy and connection through personal interactions.
- Served as a volunteer firefighter in North Carolina, contributing to community safety and emergency preparedness..

Athletics & Personal Achievements

- Competed in a national bodybuilding championship (-65kg category)
- Completed a World Triathlon Cup in under 3 hours while maintaining a 60+ hour workweek.
 - These endeavors honed discipline, time management, and a resilience mindset, which directly contribute to leading high-pressure professional projects.