

JIHYUN SEO

Seoul, Republic of Korea • +82 10 5699 7706 • ssue513@naver.com

EDUCATION AND AWARD

KONKUK UNIVERSITY, Seoul, Korea

Bachelor of Applied Statistics

Mar 2012 - Feb 2017

-Completed courses : SAS, SAS Enterprise Miner, SPSS

-Attended SPSS workshops hosted by Chung-Ang Univ. and SPSS KOREA

July 2013

2021 Global Top Daesang Award (Sales Division)

Jan 2022

Daesang Foods Co.,Ltd

EXPERIENCE

Daesang Foods Co.,Ltd, Seoul, Republic of Korea

Overseas Sales Manager(Middle East, Africa)

Feb 2021 - Present

- **Innovative and creative approach to go-to-market strategy and succeeded in penetrating into** 8 untapped countries and discovering 12 new distributors, resulting in YoY sales revenue growth by 42%.
- **Generated** persuasive strategic **proposals for** products, placing, pricing, and promotion implemented in U.A.E, resulting in \$470K in sales revenue of Jongga Kimchi Ramen.
- **Succeeded in signing a business contract** with LuLu Hypermarkets, the 2nd biggest mainstream channel in the Middle East and **attained** \$71K in sales revenue and launched 37+ SKUs for the first order.
- **Boosted** local hypermarkets distribution coverage YoY growth by 101% in 2022 by **successfully distributing** 55 SKUs through Carrefour, the biggest channel in the Middle East, resulting in \$159K in sales revenue.

Samyang Foods Co.,Ltd, Seoul, Republic of Korea

Overseas Sales Manger(Europe, Middle East)

June 2018 - Feb 2021

- **Proactively managed and updated** product specifications mandatory for the exportation and distribution of dairy products in Europe, leading to a 108% yearly increase in sales revenue for the dairy category.
- **Cultivated** a new customer relationship in the Netherlands for distributing frozen products and **boosted** the sales revenue growth rate by 700% in the frozen category during the first year.
- **Collaborated** with KOTRA(Korea Trade-Investment Promotion Agency) to discover new distributors in Jordan and Spain, resulting in \$28K and \$35K respectively during the first year.

Sales Supporting Manager

Jan 2017 - May 2018

- **Managed** various export documents compulsory for the customs clearance assisting buyers in meeting their target deadline for distribution.
- **Coordinated** the internal logistics and operational procedures to reduce production lead time by 71% and improve the logistics operational flows by 42%.
- **Improved** the repetitive operational process such as labels attachment, compliant with national food regulations, resulting in the costs reduction by 22% .

DATA SCIENCE PROJECTS

Bigdata Analytics Festival, Seoul, Korea

Participant

Dec 2014 - Mar 2015

- **Attended Advanced Analytics Camp** hosted by SK Telecom and DATA Solution in Korea to hone practical skills through SPSS for data analysis and **devised** application services for listing outdoor activities near campsites for men in their 30s and 40s as target customers.
- **Analyzed revenue data and geographical data** to select potential target customers based on the insights embedded in the outcome.
- **Extracted** relevant **social data** to discover latent variables through factor analysis useful to acquire insights on people's needs.

Korean Adolescents Suicide Predictive Modeling

Participant

Sep 2014 - Dec 2014

- **Determined** 8 major factors that influenced adolescents suicide rate and suicidal thoughts by **varimax rotation** of factor analysis to minimize the number of variables
- **Generated** Korean Adolescents Suicide **Predictive Modeling** by **Exhaustive CHAID Analysis** and examined which independent variables were most associated with a given outcome.
- **Developed** the equation for **Binomial Logistics Regression** to examine the effectiveness of independent variables for suicidal thoughts and the significance level of the model.

EXTRACURRICULAR ACTIVITIES

KONKUK UNIVERSITY ENACTUS, Seoul, Korea

Project Manager

Sep 2013 - Feb 2014

- **Designed the blueprint** for single mothers to help them achieve financial independence through the online distribution of Korean traditional side dishes.
- Contacted an expert knowledgeable in the online distribution of side dishes online to **acquire insights on a creative approach to** the project development and applicable marketing strategies.
- Participated in Wiki SEOUL to obtain financial support and **won** \$10,000 for fundraising.

Educational Volunteer Organization, Seoul, Korea

Senior Teacher

Sep 2012 - Aug 2013

- **Responsible for instructing and advising students from low income families** and guided them towards accomplishing their academic goals.
- **Assigned responsibilities** to coworkers aligned with their strengths and characters to foster a sense of community and autonomy.
- **Demonstrated transferable leadership skills** by handling unexpected circumstances and fulfilling the greater responsibilities of the senior teacher.