

Seonghoon Ryu

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Education

Bachelor of Business Administration (Co-op), Wilfrid Laurier University, Waterloo, ON

Class of 2026

- President's Gold Scholarship

Relevant Experience

Sales Support Analyst, Samsung Electronics, Mississauga, ON

Sep 2024 – Current

- Collaborating with Sales Enablement team & DTC (S.com) team to support the development and delivery of learning content, leveraging HTML & CSS to create prompts & demos on S.com, unit test educational materials, and streamline workflows to enhance efficiency
- Proactively immersing in understanding clients' industries to address unique challenges, fostering trust by aligning innovative technology solutions with their specific business operations, and delivering exceptional value to enhance client satisfaction
- Analyzing trends and data from customer websites to generate insights that guide the creation of effective learning content. By evaluating feedback and engagement metrics, applied analytical skills to enhance the design and delivery of enablement programs.
- Working with cross-functional teams, including developers and sales professionals, to integrate client feedback and technical insights into educational materials and automation tools, ensuring seamless user experience & satisfaction
- Driving innovation by leveraging tools like JIRA and website development with the DTC team to enhance the S.com website. Focused on streamlining processes and optimizing sales enablement campaigns. Delivered technology-driven solutions to improve overall effectiveness.

Technical Sales Representative, Rogers Communications, Bradford, ON

May 2023 – Sep 2023

- Provided hands-on product demonstrations and guided walk-in customers through installation and setup processes, ensuring a clear understanding of features and benefits to maximize product adoption
- Directly assisted senior customers with troubleshooting related to services and devices, enhancing customer satisfaction by reducing downtime and improving user experience
- Effectively resolved complex customer concerns and technical issues, coordinating with internal teams to deliver timely solutions, leading to improved service reliability and customer loyalty
- Identified actionable insights and upsell opportunities through product understanding, and customer interactions that led to the growth of store revenue, and becoming the record holder within the entire company for most Mastercards sold within a month

Additional Experience

Community Representative, House Council, Wilfrid Laurier University, Waterloo, ON

Sep 2022 – Apr 2023

- Planned and executed creative campus engagement events, including marketing campaigns across social media, email, and posters to maximize participation
- Facilitated monthly meetings to brainstorm and present ideas to leadership, enhancing communication and collaboration across the council

Aquatics Customer Care, Wonderland, Vaughan, ON

Jun 2021 – Aug 2021

- Collaborated with fellow co-workers to ensure the safety of the patrons. This included many training sessions and building camaraderie outside of work to develop trust and open communication
- Developed great emotional intelligence through customer care training programs as well as quickly solving any concerns aggressive customers may have by staying logical and respectful

Skills and Certifications

Samsung AI Upscaling | Google Analytics | Digital Marketing | HTML CSS | JIRA | Python