

# Heaweon Lee

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## SUMMARY

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Seeking a bona fide structured and guided work-based training relationship with a competent senior executive employer to improve my knowledge of American techniques, methodologies, and technology

September 2014 **Government Endorsed Candidate/Exchange Visitor**  
~Present *Work, English Study, Travel (WEST) Program*

Republic of Korea/San Francisco, CA

## EDUCATION

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February 2010 **BUSAN UNIVERSITY OF FOREIGN STUDIES(BUFS)** Busan, Republic of Korea  
~Present *Bachelor's degree with a double major in Spanish and Faculty of Global Specialization*  
GPA: 4.34/4.50

July 2012 **The Autonomous University of Guadalajara** Guadalajara, Mexico  
~June 2013 *Exchange student*  
Language Course (Spanish)/ Business Course

## BONA FIDE TRAINING

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March 2015 **btrax, Inc.** San Francisco, CA  
~present *Marketing Research Analyst*

- Analyze marketing activities and policies to promote product and services: 1 internal project and 2 blogs
- Ferret out information to inform companies how to determine their position in the marketplace: 4 projects
- Formulate reports and presentation of South Korean economic market activity, retail trends, and startups

May 2015 **WHOMentors.com, Inc.** Tech Startup Area, CA  
~present *Executive Trainee*

- Acts in junior executive capacity to learn company policies and procedures, and functions and activities of departments with view toward acquiring knowledge of all business phases
- Attends personnel training classes to acquire knowledge of organizational setup, staff and line functions, and long and short range business objectives
- Acquires, through on-the-job training in departments, an overall knowledge of company business functions and activities

## PRIOR EMPLOYER-RELATIONSHIPS

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April **The Korea Small Store Management Assistance Association** Busan, Republic of Korea  
~August 2014 *Small Business Consultant*

- Collected and analyzed data on customer preferences, needs and awareness
- Evaluated advertising methods and procedures for collecting data, such as surveys, opinion polls, interview
- Raised sales revenue by 50% over 4 months by conducted online marketing initiatives, such as paid ad placement, affiliate programs, sponsorship programs, email promotions, or viral marketing campaigns on social media Web sites

June 2013 **SAMMEX, LTD** Guadalajara, Mexico  
~ July 2013 *Administrative assistant*

- Assisted in making and organizing 3 brochures and documents about over 20 products
- Responded to calls and e-mails about the company or commodities from more than 50 clients
- Stored items in an orderly and accessible manner in warehouses, marked stock items using labeling, and analysis stock-list using computer every week

## COMPETENCIES

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- HTML, CSS, Bootstrap, WAMP server optimize Web site architecture, local and host server configuration, and page construction
- Adobe Creative Cloud for site layout, integration of graphics; and application program interfaces (APIs)
- Speak, read, and write almost effortless in at least three languages, including English, Spanish, and Korean