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Top Skills

Shopify
Korean
Project Management

Languages

korean (Native or Bilingual)
English (Native or Bilingual)
Chinese (Limited Working)

Certifications

Quantum Metric University | Fundamentals
Data Science, Machine Learning & AI
Python
Quantum Metric University | Business Analyst
Business Analytics For Leaders

Jason Kim

Head of Showroom Operations & AI Innovation | Former Director of E-commerce | Driving AI-Powered Sales Automation & Digital Growth

Cypress, California, United States

Summary

As Head of Showroom Operations & AI Innovation, I combine nearly a decade of experience in sales operations, eCommerce strategy, and AI/ML-driven business transformation to drive growth, efficiency, and exceptional customer experiences.

I specialize in optimizing sales operations and digital channels through AI-powered automation, from developing AI sales agents that streamline order processing and customer service to leveraging data-driven insights that enhance product recommendations, buying behavior analysis, and inventory planning.

Previously, as Director of E-commerce, I led end-to-end digital transformation initiatives, including website optimization, customer acquisition, and conversion rate growth, consistently delivering measurable results in revenue and brand loyalty.

I am passionate about bridging operational excellence with cutting-edge technology, using AI/ML innovation and market insights to create seamless omni-channel experiences that increase efficiency, improve accuracy, and strengthen customer relationships.

I thrive in fast-paced, growth-focused environments and am dedicated to helping brands unlock long-term scalability through data-driven strategy and agile execution.

Experience

HYFVE INC
Head of Showroom Operations & AI Innovation
February 2025 - Present (10 months)
Los Angeles, California, United States

Driving sales performance, operational excellence, and AI-powered transformation in wholesale and eCommerce.

I lead the showroom sales team, overseeing daily operations, team performance, and customer engagement to ensure consistent revenue growth and seamless coordination with warehouse and overseas sales teams.

In addition to operational leadership, I spearhead AI innovation initiatives designed to transform the sales process and customer experience, including:

- AI Sales Agent Development – Automating order processing, follow-ups, and customer service to increase efficiency, accuracy, and responsiveness.
- Customer Experience Optimization – Using AI to deliver personalized product recommendations, faster service, and better post-sale support.
- eCommerce User Experience Enhancement – Analyzing buying habits and behavioral data to create a more intuitive, data-driven shopping experience.
- Data-Driven Sales Strategy – Leveraging AI insights for demand forecasting, product performance analysis, and improved inventory planning.

By integrating AI/ML automation into showroom and eCommerce operations, I'm driving measurable improvements in sales efficiency, customer satisfaction, and overall business intelligence.

People's Design (South Korea)

Director of E-commerce

February 2023 - July 2025 (2 years 6 months)

Orange County, California, United States

- Spearheaded e-commerce strategies, boosting online revenue by 20% through data-driven initiatives.
- Led cross-functional teams to optimize site performance and improve conversion rates.
- Implemented SEO, SEM, and UX/UI improvements, resulting in a 15% reduction in bounce rate.

NSY LLC

E-Commerce Marketing and Sales

February 2021 - June 2024 (3 years 5 months)

Orange County, California, United States

- Designed and implemented a data-driven marketing and sales strategy at NSY LLC, achieving significant revenue growth and consistently surpassing sales targets.
- Built and led a high-performing marketing and sales team in Orange County, California, fostering a culture of collaboration and exceeding performance goals through effective leadership and mentorship..
- Cultivated and strengthened relationships with key clients and strategic partners, driving customer retention, expanding business opportunities, and increasing long-term profitability.

Shout! Factory

E-commerce Sales Manager

February 2022 - June 2023 (1 year 5 months)

Los Angeles, California, United States

- Maximized relationships and investments in external agencies to drive sales and traffic growth.
- Explored and presented innovative ideas for online marketing efforts to enhance e-commerce performance.
- Managed regular reporting for key stakeholders and optimized SEO strategies for Shout! Factory e-commerce websites.

HYFVE INC

Ecommerce Manager

June 2020 - February 2022 (1 year 9 months)

Huntington Park, California, United States

- Drove online revenue growth by implementing SEO techniques and PPC strategies, achieving a consistent increase in monthly sales through optimized traffic and conversion efforts.
- Planned and executed site content updates, product merchandising, and integrated campaigns to support product launches, seasonal promotions, and customer engagement strategies.
- Increased customer retention and repeat purchases by building relationships with high-profile clients and addressing service issues promptly, leading to a stronger brand reputation and customer loyalty.

Double Icon

Ecommerce Manager

February 2018 - July 2020 (2 years 6 months)

Los Angeles

- Implemented SEO techniques and PPC strategies to increase average monthly online revenue.
- Planned and implemented site content updates, merchandising of newly launched products, integrated campaigns, and promotions.
- Increased repeat customer base by maintaining relationships with high-profile clients and effectively managing service issues.

HYFVE

Sales Manager

June 2016 - February 2018 (1 year 9 months)

Greater Los Angeles Area

- Consistently exceeded sales targets and increased profitability by aligning sales strategies with market trends, resulting in a 20% - 35% revenue growth over 6 months.
- Drove team performance and sales volume by introducing innovative employee incentive programs, boosting morale and achieving a 20% increase in monthly sales.
- Expanded market share and customer base by developing and executing new revenue strategies, integrating cross-functional collaboration with marketing to align brand messaging and sales initiatives.

HYFVE INC

Sales Associate

February 2015 - March 2016 (1 year 2 months)

- Drove sales by effectively communicating product features, providing education on applications, and employing strategic upselling techniques.
- Built trusting relationships with customers through personalized consultations and exceptional service, fostering loyalty and repeat business.
- Collaborated with teammates and management to meet and exceed daily sales goals, contributing to overall team success.

SnookiLove by Nicole Polizzi

Head of Ecommerce

June 2013 - February 2015 (1 year 9 months)

Vernon

- Developed and executed e-commerce strategies to optimize online sales, enhance brand presence, and drive business growth.
- Managed online sales platforms, ensuring seamless operations, accurate product listings, and user-friendly customer experiences.

- Analyzed sales performance metrics to identify opportunities, implement improvements, and achieve revenue growth objectives.

Double Zero

Assistant Designer

January 2011 - March 2013 (2 years 3 months)

Collaborated with team members to meet project goals and deadlines while driving operational improvements and fostering open communication.

Issi Fashion

Sales Rep.

July 2006 - March 2007 (9 months)

- Provided exceptional customer service by assisting with product selection, offering detailed information, and ensuring a positive shopping experience.
- Processed transactions, handled returns, and addressed customer inquiries to maintain satisfaction and loyalty.
- Maintained store appearance, stayed informed on product knowledge and promotions, and consistently met or exceeded sales targets.

Education

Biola University

Bachelor of Business Administration - BBA, Business Administration and Management, General

MingHangGuanLiGanBu XueYuan

language certificate, Chinese