

## **Hanbyeol (Justin) Lee**

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### **EDUCATION, CERTIFICATION AND ACTIVITIES**

- Honours Bachelor of Arts at University of Toronto St. George Campus
- Primary Major in Sociology, Minor in Economics & History, and Classical Civilization
- Language: English-Fluent [TOEFL 260/300(CBT), TOEIC: 975/1,000] and Korean-Fluent
- Certificate of Completion: International Trade & Free Trade Agreement (Program by WTA)
- Co-Captain for UofT's St. George Campus and Korean Student Association soccer team
- Social Director for UofT's Han Voice: Promoting awareness of human rights in North Korea
- Translate & guide foreign people in YOUNGNAK IWE (International Worship in English)
- New Korea Global Institute: Teach English-Speaking & Grammar to North Korean defectors
- Military Service: DMZ Police for ROK Assault Reconnaissance (Feb 2014 – Nov 2015)

### **HIGHLIGHT OF QUALIFICATIONS**

#### **General**

- Strong communication skills, sociable, capable of team/individual work – interact diplomatically, tactfully, and confidentially with proper English
- Proven ability to prioritize and manage multiple tasks in challenging circumstances
- Adapt to new and changing situation – fast learner, high degree of professional maturity
- Strong attention to details, detect issues and able to provide applicable solutions on-sight
- Exceptional knowledge on computers (Microsoft Word, Excel, Power Point, and Web search)
- Take initiative to assess various situations and make sound judgment on information gathered with heavy workload and maintain confidentiality of information and files
- Phenomenal organization and time management skills to prioritize and effectively shift priorities to execute work
- Maintain positive relationship with internal/external members by building good networks
- Prepare and present excellent presentations, reports, and speeches (with English/Korean)
- Ability to plan, design, and develop projects involving international organizations

#### **Technical Marketing**

- Many years of experience in field: fully-understand the whole parameters for coating process in detail; able to propose, plan, prepare, manage, and monitor the process parameters, test of applied products, and to conduct evaluation of processed parts.
- Ability to provides technical support, recommendations and guidance to customers, specific to the metal coatings application process; in accordance with documented customer standards
- Ability to audit customers on site application process in accordance with OEM's application & product specifications
- Many experiences of diagnosing errors/technical issues by using various equipment e.g., Datapaq Insight for analyzing curing profile for coating oven
- Ability to collect/organize data with efficiency, and provide detailed service reports with quality
- Ability to build relationships with internal customers, applicators, OEM's, parts makers and Service Suppliers (especially for Korean OEMs)
- Provide appropriate product specific training programs to customers (with English/Korean)
- Well-aware of the current trends in environmental regulations which will have major effects on coating industry/technologies, different OEMs and part makers

## PROFESSIONAL EXPERIENCE

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### **NOF METAL COATINGS KOREA Co., Ltd.**

**Seoul, Korea**

#### ***Technical Marketing: Assistant Manager***

**Jul 2019 – Mar 2023**

- Technical Service: Provide GQC (GEOMET Quality Control) to customers on-site application process to ensure adhering to the application & product specifications, analyze technical problems and make necessary recommendations to process parameter to improve and increase efficiency (as customer needed)
- Build Relationship: Visit future prospect clients, suggest our product for new license contracts (in charge of Wind Turbine market), create rapport with existing customers, applicators, parts makers, and OEMs
- Start-up trial: Conduct a line test when applying new products (GEOMET 720HP in 2020, NBA Series in 2021) & when establishing new application line (Sunil Dyfas in 2022)
- Sampling: Collect BS (Before Service) samples from the customers, check the quality and make monthly reports/ratings to diagnose chemical condition & support the customer satisfaction
- Monitoring: Control the chemical/part condition constantly and specify the performance of the product to be shipped (Observe/analyze the torque tension of major fastener makers)
- Collect/Organize customer details: Update specific information of customer's application line; process parameter, condition/characteristics of chemicals, applied items, and end users
- In charge of Korean localization of NOF Metal Coatings global website

#### ***Technical Marketing: Personnel of Export/Import***

**Jun 2016 – Jul 2019**

- Sales Management: Marketing in both English/Korean, sales analysis (monthly report, forecast, sales bounty), sale strategy establishment and planning
- International trade control: Export/import of products, documentations, Customs, Tariff, and global logistics management
- Free Trade Agreement: Successfully proposed/applied preferential certificate of origin to induce tariff reduction when exporting to countries such as China, Thailand, and India
- Suggested and developed new sales model & supply plan when export to new customers/license (Yusung Mexico, Youngsin Thailand)
- Collect/Analyze data from external sources and translate: A2MAC1 (Automotive engineering benchmarking database), IHS Markit (Automotive Global Forecast)

### **A.T. Kearney**

**Seoul, Korea**

#### ***Research Assistant***

**Jan 2016 - Apr 2016**

- Participated in Samsung Electronics' white appliance project to explore new markets in US
- Market research, data analysis and organization, draft a presentation
- Conference calls (in English) with experts in appliance industry (Whirlpool, GE)

### **University Learning Academy**

**Toronto, Canada**

#### ***Marketing - Internship***

**Sep 2011 - Nov 2013**

- Prepared presentations to potential customers
- Translated English brochures to Korean customers
- Drafted advertisements & curriculum development

### **Primerica**

**Toronto, Canada**

#### ***Sales Assistant – Internship***

**Jul 2009 - Sep 2009**

- Introduced and sold insurance plans to potential customers both in person and by telemarketing
- Assisted sales associate with market research for tax adjustment

### **Future Korea Weekly**

**Seoul, Korea**

#### ***Reporter***

**Jun 2008 - Sep 2008**

- Wrote drafted articles on political and global issues
- Researched different political and social issues, translated Korean and English
- Prepared company's social events, conferences, meetings