Timothy Yun

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Profile

With 16 years of professional experience in e-commerce management, online marketing, paid social marketing, information technology, supply chain, and ERP, I have progressed from an application/web developer to a Chief Technology Officer (CTO). Throughout my career, I have consistently tackled complex challenges, successfully delivering results by focusing on building start-ups and restructuring existing operations.

Education

A Bachelor's Degree Electric and Computer Engineering , Marquette University, Milwaukee (Graduated Dec/2000)

Obtain knowledge with a computer engineering background containing greater exposure and more in-depth study of computer software and hardware.

MS, Master of Science In Cybersecurity, Grand Canyon University, Phoenix (Expected to Graduated March/2025)

GCU's Master of Science in Cybersecurity. can provide advanced, hands-on learning experiences that can prepare students to pursue potentially challenging, high-tech careers including Cybersecurity Information Technology, AI, Blockchain Technology, and more.

Certificate Program in Software Development and Programming, University of California, Berkeley , Berkeley (Obtained July/2024)

08/2024

Focus on modern web development technologies. My expertise includes JavaScript, API design, browser-based technologies, and server-side development, alongside experience with databases and deployment strategies. I have worked extensively with HTML/CSS, JavaScript/jQuery, responsive design, and the MERN stack (MongoDB, Express.js, React.js, Node.js). Additionally, I am proficient in Java and C#, and have a solid understanding of algorithms, the client-server model, GraphQL, and various storage solutions such as Local Storage, Session Storage, and IndexedDB. My skills enable me to build and deliver robust, scalable web applications that meet the demands of today's digital landscape.

Skills

E-Commerce Management	5/5
ERP Develop & Management (B2B,B2C)	5/5
Supply Chain Management	5/5
Information Technology	5/5
Logistics Management	5/5
Retail Business	5/5
Wholesale Business	5/5
Online Marketplace Platform	5/5
Online Marketing	5/5
SOX Compliance Audit Skills	5/5
Software Development	5/5

Certifications

Certified Honored Listee Honored Listee (Marquis Who's Who)
07/2023 — 12/2029

References

Joia Trading Inc Updon Request (do not contact them. will provide verification after offical job offer)

Annie Chang (Ecommerce Manager) from Asoph Inc
1-888-405-4550

Colin Smyth (Vice President of Operation at YMI Jeanswear Inc) from YMI Jeans Inc
colin@ymijeans.com
Main Office: (323)-581-7700

Edwin Kim from TikTok (Now Agency Partnership Manager) was Director of E-commerce at GS Love
Direct (562)-484-1145

Employment History

Chief Information Security Officer at Cuckoo Electronics America, Inc, Cerritos

`03/2024—Present`

Chris Lee (MIS Manager) was IT Manager/Director at LoveCulture Inc from Samsung

chris.lee@samsung.com
Direct (213)700-3705

Venkatesh R Gomatam (Vice President – Operations) from Nobel Systems
Main office: (909) 890-5611

Cuckoo Electronics Co., Ltd is a leading South Korean brand specializing in kitchen appliances and home wellness products. Established 40 years ago as an OEM supplier for companies like LG, Philips, and Panasonic, Cuckoo has grown into Korea's top pressure cooker manufacturer and one of Asia's most successful brands. For the past 17 years, Cuckoo has held a 74% market share in pressure rice cookers in Korea, ranked No. 1 on the NBCI Brand Competitiveness Index for ten consecutive years, and expanded to 31 countries with a 22% annual growth rate. Cuckoo's success is due to its involvement in all stages of the product life cycle, including design, quality control, development, manufacturing, sales, and customer service.

My Duties and Tasks:

- NetSuite Implementation and Configuration: Assisted in setting up and customizing NetSuite, focusing on financial modules and workflow configurations. Managed data migration and provided user training for optimal use of the ERP system.
- EDI Implementation: Supported the implementation of EDI systems for seamless document exchange with trading partners. Configured data mapping, ensured compliance with industry standards, and resolved issues.
- In-House Software Development: Participated in developing custom software solutions, enhancing business processes like inventory management. Involved in coding, testing, deployment, and ongoing maintenance.
- Cybersecurity Documentation: Contributed to creating and maintaining cybersecurity policies and procedures. Collaborated with the IT security team to document risk management strategies, security controls, and incident response plans, ensuring regulatory compliance and system protection.
- PCI Compliance Support: Assisted in achieving and maintaining PCI compliance by conducting audits, securing payment systems, and implementing security measures. Collaborated with IT and finance teams to ensure safe payment processing and data protection.

Chief Technology Officer at Joia Trading Inc, Los Angeles

`12/2021—03/2024`

As the Chief Technology Officer at Joia Trading Inc., my primary responsibility is to design and lead the development of a robust online wholesale marketplace. This platform empowers wholesale vendors to efficiently upload and sell merchandise to wholesale customers. The marketplace encompasses a broad range of functionalities, including supply chain management, inventory management, consignment processing, accounts receivable and payable, customer acquisition, vendor management, purchase order and invoice systems, goods allocation, consolidated shipping, promotional and marketing strategies, among other features critical to the platform's success.

- Platform Development: Spearheaded the creation of an E-commerce marketplace from the ground up, including a seamless migration to AWS from a legacy ERP system.
- Team Leadership: Responsible for recruiting and managing a high-performing team to drive revenue growth and achieve strategic goals.
- Online Marketing: Developed and executed comprehensive online marketing strategies, encompassing SEO, SEM, social media, and the creation of a brand bible.
- Performance Metrics: Established and tracked key performance indicators (KPIs) to ensure the team's alignment with organizational objectives.
- Team Collaboration: Fostered strong internal relationships, promoting a collaborative and innovative team culture.
- Technical Issue Resolution: Oversaw the resolution and proactive prevention of all IT and E-commerce-related technical issues.
- ROI and Conversion Tracking: Managed the tracking of ROI and conversion rates, optimizing strategies to enhance E-commerce performance.
- Website Optimization: Led efforts to improve the usability, design, and content of the company website, enhancing user experience and engagement.
- Technology Integration: Implemented advanced technologies to replace existing systems, driving increased profitability for the company

Vice President at Asoph Inc, Los Angeles

06/2018–12/2021

Asoph Inc. was launched in 2018 to meet the growing demand for plus-size fashion. It quickly became a recognized name among plus-size online retailers. In 2020, Asoph expanded its offerings by introducing a retail marketplace, allowing vendors to manage inventory and sell merchandise directly to retail customers through the platform.

- E-commerce Platform Development: Led the development of the Asoph.com platform from inception, including the migration to Amazon Web Services (AWS).
- Brand Marketing Strategy: Crafted and executed innovative brand marketing strategies to enhance market presence and customer engagement.
- Demographic Targeting: Developed precise customer profiles to target the right demographics, driving the team to adopt data-driven strategies for improved marketing outcomes.
- Team Leadership: Recruited and led a team of skilled professionals essential for launching the brand and successfully introducing it to new customer segments.
- Digital Marketing Management: Managed comprehensive digital marketing efforts, including Google Ads, Bing Ads, SEO, SEM, and social media channels.
- Budget and Financial Planning: Oversaw budget planning and financial forecasting to ensure sustainable growth and profitability.
- Customer Acquisition and Retention: Strategically made decisions to expand brand exposure, attract new customers, and maintain loyalty among existing customers.

- AWS Infrastructure Management: Managed the AWS server environment, ensuring optimal performance through load balancing, auto-scaling, CloudFront, Route 53, instances, AMIs, network security, and backup solutions.
- Vendor Relationship Management: Cultivated strong relationships with supply vendors to maximize business growth and profitability for both Asoph.com and its partners.

Vice President E-commerce and IT at GS Love, Los Ang

09/2017—06/2018

Maintaining $800,000 to $900,000 per month in revenue for two years. In 2017, I was brought in as a consultant to revitalize the E-commerce strategy. I introduced a new marketing approach centered on the idea that "E-commerce should focus on selling stories and content, not just products." This strategy was highly successful, increasing monthly revenue from $900,000 to $1.6 million within three months. I was subsequently offered the position of Vice President of E-commerce and IT.

- Platform Development: Led the creation and implementation of new ERP, POS, and E-commerce platforms, including AWS migration from legacy systems.
- Marketing Strategy: Redesigned marketing and merchandising strategies to address growth challenges while preserving customer loyalty.
- Merchandise Planning: Directed the analysis and implementation of new merchandise planning to align with business goals.
- Team Collaboration: Facilitated communication between E-commerce and retail teams to improve warehouse operations.
- Leadership: Managed the E-commerce team, warehouse personnel, and IT department to drive company objectives.
- Budget and Planning: Developed business plans and budgets for E-commerce and IT departments.
- Growth and Infrastructure: Spearheaded E-commerce growth and IT infrastructure development, including new ERP and POS systems.
- Requirements and Strategy: Defined new requirements and strategies for E-commerce and IT to enhance efficiency.
- Influencer Collaboration: Partnered with fashion influencers to boost brand visibility on social media.

Executive Director of E-commerce at YMI Jeans INC, Los Angeles

05/2015—09/2017

YMI Jeans Inc., a prominent denim brand based in Los Angeles, had faced challenges in establishing a successful E-commerce division. Despite several attempts, the company's E-commerce revenue did not meet expectations. I was brought on board to revamp the marketing strategy and develop a new E-commerce site. During my tenure, I successfully launched two new retail E-commerce sites and two wholesale E-commerce platforms for YMI Jeans.

- E-commerce Platform Development: Led the creation of new E-commerce platforms from the ground up, including migration to AWS.
- Site Management: Oversaw the management of both retail and wholesale E-commerce sites for YMI Jeans Inc.
- Cross-Division Collaboration: Worked closely with the offline wholesale division to ensure accurate inventory, product content, and business content alignment.
- Industry Best Practices: Identified and implemented E-commerce industry best practices to seize new growth opportunities.
- Marketing Execution: Developed and executed comprehensive marketing plans, including Google Ads, Bing Ads, SEO, SEM, CRM, and social media strategies.
- Promotion and Merchandising: Made strategic decisions regarding promotions and merchandise planning.
- Technology and Trends: Stayed current with online technology and trends to keep the platforms competitive.
- Customer Development: Implemented customer development strategies to enhance engagement and retention.
- Customer Experience Enhancement: Analyzed customer feedback to improve user experiences, focusing on remarketing strategies

SR. Director of E-commerce and IT at Love Culture INC, Los Angeles

02/2007–05/2015

I began at Love Culture Inc. as an application developer and was later promoted to Senior Director of E-commerce and IT. Love Culture, founded in 2007, expanded from one brick-and-mortar store to over 80 locations and a successful E-commerce division. As an early employee, I was instrumental in developing the company's IT infrastructure, including in-house systems for data warehousing, inventory, ERP, POS, and E-commerce. These systems were audited by KPMG, a top U.S. audit firm. Under my leadership, E-commerce revenue grew by over 200% annually for seven years, with peak daily revenue reaching $262,000.

- Department Leadership: Managed both the E-commerce and IT departments, ensuring smooth operations across all channels.
- Supply Chain Oversight: Led supply chain workflows in collaboration with the buying and planning departments.
- Data Reporting: Provided accurate system reports to enhance decision-making across departments.
- E-commerce Expansion: Developed and executed marketing plans to grow E-commerce, leveraging AWS for cutting-edge online platforms.
- Merchandising Support: Supplied data-driven reports to improve merchandising strategies.
- Technical Management: Oversaw technical requirements to support company-wide operations.
- Digital Marketing: Implemented strategies for Google Ads, Bing Ads, SEO, SEM, CRM, and social media.
- Influencer Partnerships: Collaborated with fashion influencers to boost online brand visibility.
- Financial Management: Oversaw profit and loss, performance metrics, and E-commerce functionality.
- Customer Strategies: Directed customer acquisition and remarketing efforts.

- Brand Consistency: Ensured cohesive brand implementation across all platform

. NET Application Developer at Nobel System, San Bernardino

06/2006—02/2007

Nobel Systems has established itself as a leader in Geospatial Services, Software Engineering, Software Integration, and Cloud Spatial Solutions (SaaS). The company has successfully empowered over 100 organizations with advanced technologies that optimize efficiency, effectiveness, and return on investment (ROI). In my role as a .NET application developer, I contributed significantly to these innovative solutions.

- .NET Application Development: Focused extensively on .NET programming, dedicating 90% of my efforts to coding and 10% to client interactions, ensuring solutions met technical requirements and client expectations.
- Contributed to Recognized Projects: Played a key role in developing systems that led to Nobel Systems being recognized as one of the top 100 inner-city companies. The company specializes in GIS data conversion, transforming paper maps into high-quality Geographic Information System (GIS) data, as well as GIS data viewing and hosting.
- Collaboration and Development: Assisted the software engineering manager in maintaining and enhancing GIS applications, contributing to the continuous improvement and development of cutting-edge solutions.
- Quality Assurance and Stability: Took responsibility for testing applications, identifying and fixing errors, and ensuring the stability and reliability of the software.

It Administrator at LC Purchasing Inc, Los Angeles

10/2004—06/2006

LC Purchasing Inc. is a retail company with brick-and-mortar stores throughout Southern California, specializing in junior fashion and accessories.

- IT Administrator Role: Focused on maintaining, designing, and implementing a sophisticated MS SQL Server and MS Access database system for the company's warehouse operations. This involved troubleshooting and reporting errors to ensure seamless database functionality.
- Website and Web Database Development: Designed and developed the company's website and its associated web database system, enhancing online presence and operational efficiency.
- DVR Security System Management: Implemented and managed a DVR security system that could be remotely controlled from the main office, providing robust security oversight across all store locations.
- Network and Server Administration: Oversaw the company's network and server systems, including building servers and configuring LAN, WAN, routers, switches, firewall settings, and port configurations for each store and the main office.

- Technical Support: Provided technical support for computer hardware and softwa

It Administrator at F.W.Kayler & Associates Inc, Los Andes

04/2003–10/2004

Floyd William Kaylor, who served as the California court-appointed CFO at Reference Clothing Co., consulted for numerous companies including Andy Lakey & Co., Inc. (CA), Tower Art Group, LLC (CA), DirectFocus Inc. (New York), among others. I worked as an IT Administrator, focusing on data management for company projects from April 2003 to March 2004 with Floyd William Kaylor, and from March 2004 to October 2004 with F.W. Kaylor & Associates Inc., which was established on March 2, 2004, to manage various client projects.

- Confidential Data Management: Managed the company's confidential files, working directly under the CEO's orders to ensure secure handling of sensitive information.
- Website Database Development: Developed and maintained the company's website database system, ensuring efficient data flow and accessibility for business operations.
- Specialized Project Involvement: Played a key role in a company project requiring advanced proficiency in an Asian language, frequently traveling with the CEO to meet clients across Asia

It Administrator at Reference Clothing Co

08/2002–04/2003

Reference Clothing Co. was a retail company with 37 stores across Southern California.

- Website and Web Database Development: Designed and developed the company's website and its web database system, enhancing the company's online presence and operational efficiency.
- Network and Server Administration: Managed the company's network and server infrastructure, including building servers, configuring LAN and WAN, setting up routers and switches, and implementing firewall and port settings for each store and the main office.
- Technical Support: Provided technical support for computer hardware configuration and software applications, utilizing remote access programs to ensure efficient troubleshooting and system maintenance.

Web/Database Developer at 4surelink Communication, Los Angeles

02/2002–08/2002

- Web/Database Developer: Specializes in developing client database-driven websites using ASP and MySQL, managing intense schedules, and ensuring efficient time management.
- Website Redesign and Development: Contributed to redeveloping company websites using Perl and JavaScript, enhancing functionality and user experience.

- Consulting and Implementation: Advised clients on transitioning their existing websites to new database-driven platforms, resulting in improved traffic and increased profit margins

Additional Information

Decision-making, Operation, and Planning

Restructure team for maximum growth, forecasting business plan, creating brand bible, rebuild marketing strategy, enable revenue growth, cost savings, process automation, and ROI increases through planning and integration of ERP, CRM, and content management in retail POS, wholesale, and all online activities including other internal and business system.

Technical Implementation

Acted as the main role worked with Epicor for 2.7 million dollars in ERP and business management software which was successfully

Digital Marketing

Expert in PPC, SEO, Google AdWords, Google PLA, Bing AdWords, and social media marketing including remarketing of all social channels.

Mergers and acquisitions (M&A)

Made the decision to purchase a bankrupt listed company called Deb Shops which was once listed on the NASDAQ exchange ($395 million $28.45 per share) under the ticker symbols DEBS

SOX Compliance Audit Skills

Experience to audit Sox Compliance requirements including daily batch and scheduled processing, physical security, asset classification, protection against malicious code and firewall, data backup and restoration, monitoring logging, and data migration.