Tim Yong Yun

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Profile

16 years of my professional management career with e-commerce management, online marketing, paid social marketing, information technology, supply chain, and ERP experiences, starting from application/web developer to CTO, I have been facing very challenging tasks and I was able to successfully deliver the results focusing on start-up business or rebuild current structures.

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.

Employment History

Chief Technology Officer at Joia Trading Inc, Los Angeles

12/2021—Present

As CTO at Joia Trading Inc, my main task is to build and lead an online wholesale marketplace where wholesale vendors can able to upload merchandizes to sell to wholesale customers. Functionalities include supply chain, inventory management, consignment, AR, AP, wholesale customer acquisition, vendor management, purchase order system, purchase invoice system, allocation of goods, consolidated shipping, promotion, marketing, and many other functionalities to compensate for the needs of the marketplace platform.

- Responsible for online marketing plans.
- Responsible for software development for the E-commerce marketplace platform from the ground up including AWS migration from previous ERP System
- Responsible for build, deploy & manage on AWS Cloud

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

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

Chris Lee (MIS Manager) was IT Manager/Director at LoveCulture Inc from Samsung
chris.lee@samsung.com
Direct (213)700-3705

- Responsible for hiring and managing a team to perform and execute to drive revenue growth
- Responsible for budget planning and expenses
- Responsible for marketing strategies including SEO, SEM, social media, and brand bible
- Responsible for key performance indicators that help the team to analyze and build them in the right direction
- Responsible for building strong relationships within the team
- Responsible for solving and tracking all technical issues related to IT and E-commerce and preventing the same issues in advance
- Responsible for ROI and Conversion Tracking on E-Commerce
- Responsible for improving the usability, design, and content of the company website
- Responsible for implementing existing company technologies to new technologies that can drive company profits

Vice President at Asoph Inc, Los Angeles

06/2018–12/2021

Asoph.com was first launched in the year 2018 recognizing the high demand for plus-size fashion items focusing on plus-size customers and became one of the well-known plus-size online retailers. The year 2020, Asoph.com introduced a retail marketplace to supply vendors to able to control inventory and sell their merchandise through the Asoph.com platform to retail customers.

- Responsible for software development for the E-commerce platform from the ground up AWS implementation
- Responsible for creating new brand marketing strategies
- Responsible for build, deploy & manage on AWS Cloud
- Responsible for targeting the right demographics by creating customer profiles and driving team members to focus on data-driven strategies
- Responsible for hiring the right team members to address what it needs to launch a new brand and introduce it to new customers.
- Responsible for managing Google ads, Bing ads, SEO, SEM, and social media channels
- Responsible for budget planning and financial forecasting
- Responsible for making the right decisions to expose the brand to acquire new customers and maintain current customers loyalty
- Responsible for building and managing the Amazon Web Service server including load balance, auto-scaling, cloud front, route 53, instances, Amis, network & security, and backup
- Responsible for building strong relationships with supply vendors to maximize business growth and profits for both parties

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

09/2017–06/2018

GS Love had 17 retail stores and an E-commerce, where the company owner was very frustrated with the E-commerce growth that has not been improved over the last 2 years just maintaining revenue of $800,000 to $900,000 per month (approximated 9 million a year), I was asked to join as a consultant at the year 2017, and I introduced the ideas of new marketing strategies with the slogan "E-commerce should not only focusing on selling a product, but also selling stories and contents" and the campaign was successful and within 3 months month revenue was up from $900,000 per

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

month to 1.6 million per month, the company offered the Vice President of E-commerce and IT position in the same year.

- Responsible for software development for new ERP, POS, and E-commerce platform
- Responsible for build, deploy & manage on AWS Cloud
- Responsible for the re sifting marketing plan and merchandising strategies and identifying the current issues to revenue growth, also careful approaches not to affect current customer loyalty.
- Responsible for Analyzing new merchandise planning.
- Responsible for maintaining communication between E-commerce and brick and mortar stores team members to improve warehouse flows
- Responsible for overseeing the entire E-commerce team including warehouse personnel and the IT department
- Responsible for a new business plan and budget planning for the E-commerce department and IT department
- Responsible for the growth of the E-commerce channel and developing IT infrastructure including New ERP and POS developing
- Responsible for defining new requirements for E-commerce and It departments
- Responsible for collaborating with the right fashion influencers to expose the brand in social media.

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

05/2015—09/2017

YMI Jeans Inc is one of well-known the denim brands located in Los Angeles. Before I joined the team, after several attempts by the company to launch and focus on one E-commerce division, revenue was not as expected. Therefore, I was hired and the opportunity was given to me to restructure not only the marketing plan but also to build a new Ecommerce site. I Successfully launched 2 new retail E-commerce sites and 2 new wholesale E-commerce sites whiles I was working for YMI Jeans.

- Responsible for software development for new retail and wholesale E-commerce platform
- Responsible for managing the entire YMI Jeans Inc retail E-commerce site and wholesale E-commerce site including AWS migration from previous legacy System
- Responsible for build, deploy & manage on AWS Cloud
- Responsible for collaborating with the offline wholesale division and with the E-commerce division to ensure The accuracy of inventory, product content including business content.
- Responsible for identifying E-commerce industry best practices and open to the new opportunity to grow business
- Responsible for executing a new marketing plan for Google ads, Bing ads, SEO, SEM, CRM, and social media channels
- Responsible for making the right decision on promotion and merchandise planning
- Responsible for keeping up to date regarding online technology and trends
- Responsible for customer development strategies
- Responsible for analyzing customer feedback, improving customer experiences and needs, and focusing on re-marketing strategy

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

02/2007—05/2015

Started as an application developer and was later promoted to IT manager, director of E-commerce, and finally to Sr. director of E-commerce and IT. Love Culture Inc was formed in the Year 2007, from the first brick-and-mortar store to over 80 brick-and-mortar stores and an E-commerce division, I was one of the first employees to be hired. Started as an application developer built and created an in-house developed data warehouse inventory system, ERP, POS sales applications, and E-commerce site from scratch, which means Love Culture Owns 100 % programming coding rights to applications. Applications were audited by one of the largest audited firms (KPMG) in the US for years. Not limited to programming but also created an entire IT workflow for warehouses, brick-and-mortar stores, and E-commerce. E-commerce revenue was growing by over 200% every year for the last 7 years and the highest revenue per day was $262,000.00 per day.

- Responsible for managing two departments, the E-commerce department, and an IT department
- Responsible for build, deploy & manage on AWS Cloud
- Responsible for managing and maintaining the supply chain workflows
- Responsible for collaborating buying department, and planning department to ensure and provide resources to establish an effective supply chain.
- Responsible for providing accurate system reports to all departments.
- Responsible for E-commerce marketing plans and recognizing future trends to establish up-to-date online fashion sites.
- Responsible for providing data-driven reports to the buying department to help better merchandising plans.
- Responsible for tracking all technical requirements to support all company departments
- Responsible for day-to-day operations in E-commerce and IT departments
- Responsible for a digital marketing plan for Google ads, Bing ads, SEO, SEM, CRM, and social media channels
- Responsible for working with fashion influencers and fashion bloggers to establish greater exposure to the online environment
- Responsible for profit and loss, performance, and Ecommerce functionality.
- Responsible for customer acquisition and re-marketing strategies.
- Responsible for brand implementation

. NET Application Developer at Nobel System, San Bernardino

06/2006—02/2007

Nobel Systems has been an industry leader in all aspects of Geospatial Services, Software Engineering, Software Integration, and Cloud Spatial Solutions (SaaS). Nobel has successfully enabled more than 100 organizations with smarter technology that delivers optimal efficiency, effectiveness, and ROI. I worked as a .net application developer.

- Worked as a .Net application developer dealing with heavy .net programming (90% programming and 10 % client dealing)

- Participated in Systems which was nominated as one of 100 inner-city companies and is a privately held corporation that specializes in GIS data conversion (conversion of paper maps into the high-quality geographic information system (GIS)), GIS Data Viewing and Hosting)
- Assist soft engineering manager in maintaining develop GIS applications.
- Responsible for testing the application and providing error updates and maintaining the stability of the software

It Administrator at LC Purchasing Inc, Los Angeles

10/2004–06/2006

LC Purchasing Inc is a Retail company that has brick-and-mortar stores all over southern California focusing on junior fashion and accessories.

- Worked as an IT Administrator mainly focusing on maintaining designing, and implementing a complex MS SQL Server database and MS Access database in the company warehouse Database system, a major task for this part of the job is fixing and reporting errors on the warehouse Database system
- Designing and developing the company's website and web database system
- Managing and building a DVR security system, which can be remotely controlled from our main office for controlling security problems regarding our stores
- Managing company networks and server systems from building Server computers to Configuring LAN, WAN, router, switch, mapping, firewall setting, and ports setting in each store and main office
- Perform tech support for computer hardware configuration and software application using remote access program

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

04/2003–10/2004

Floyd William Kaylor who was California court-appointed CFO at Reference Clothing Co, consulted many companies such as Andy Lakey & Co., Inc (CA), Tower Art Group, LLC (CA), DirectFocus Inc (New York), etc. I worked as an IT administrator mainly focusing on data flows 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 formed on 3/2/2004 to manage various client's projects.

- Kept company's secret files, handled only direct orders from the CEO
- Developed the company's website database system
- Participated in a company project which requires advanced area expertise in an Asian language, often traveled with the CEO for meeting clients from all over Asia

It Administrator at Reference Clothing Co

08/2002–04/2003

Reference Clothing Co was a Retail company that had 37 retail stores all over southern California

- Designed and developed the company's website and web database system

- Managed company networks and server systems from building Server computers to configuring LAN, wan, router, switch, mapping, firewall setting, and ports setting in each store and main office
- Performed tech supports for computer hardware configuration and software application Using a remote access Program

Web/Database Developer at 4surelink Communication, Los Angeles
02/2002—08/2002

4Surelink Communication was a software company that create websites for clients.

- Worked as a Web/Database developer mainly focusing on developing client's database driven websites using ASP and My SQL database with intense schedules and Time management
- Participated in recreating the company's websites using Perl Computer Language and Java Scripts
- Consulted and implemented client's existing websites to new database-driven websites for better traffic and 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.