

Songgun Lee

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EDUCATION

University of California, Santa Barbara

Bachelor of Science in Physics

- **GPA:** 3.6 / 4.0; SAT: 1530

- **Relevant Coursework:** TMP 149 (Entrepreneurship), PHYS 20AL-CL (Physics Lab Series), Phys 29L (Introduction to Python)

Busan, Republic of Korea

Expected June 2027

WORK & LEADERSHIP EXPERIENCE

oxxy444

Co-founder

Seoul, Republic of Korea

December 2024– Present

- Led market research, business strategy, and content production for art gallery startup, resulting in successful inaugural exhibition, participation in the Seongsu Art Fair and Creative X Seongsu
- Selected Project Experience:
 - Inaugural Exhibition "*If Not Now, When*"
 - Directed YouTube content production from audience and artist data analysis, increasing engagement
 - Summer Exhibition "*Oxxy n Friends*"
 - Managed 3 exhibitions "*Dearth*", "*141*", "*MBFU*" and conducted 40 market validation interviews analyzing the traction of audience in Seongsu
 - Business Development
 - Currently researching different go-to-market strategies narrowing the ideal customer profile and understanding the customer job, expanding the serviceable obtainable market globally

Masterminding

Co-founder

Santa Barbara, California

October 2024 - July 2025

- Spearheaded business development for an AI EdTech startup, achieving 3rd place in UCSB's New Venture Competition
- Delivered product solution by hypothesizing and testing product-market fit, and developed financial models for unit economics
- Pitched for multiple events including angel investor and venture capitalists, securing the best strategy for deck development and market entry
- Led 50+ market validation interviews securing 10 pilot schools nationwide

Republic of Korea Army

Field Direction Center Squad Leader

Paju, Republic of Korea

August 2022 - February 2024

- Led a squad of 8 soldiers, managing 4.2 inch mortar calculation, shooting, observing, and strategies
- Published 2 manuals including the fastest and most accurate ways for high explosives shooting
- Executed 6 tactical marches, each being up to 20 miles with full gear weighing up to 100+ pounds

SKILLS, ACTIVITIES & INTERESTS

Languages: Fluent in Korean

Technical Skills: Python, LaTeX, Matplotlib, Pandas, PowerPoint

Certifications & Training: Data Analysis training in Physics, Pursuit of Technology Management Certificate

Activities: Society of Physics Students, Physics Circus, Gaucho Catholic

Interests: Photography, weight lifting, reading