
EDUCATION

University of Southern California, Sol Price School of Public Policy
Master of Urban Planning

Los Angeles, CA
Expected May 2019

Yonsei University, Seoul Korea
Bachelor of Business Administration

Seoul, Korea
Aug.2008

- *Honors:* Merit-based scholarship
- *Membership:* Reporter of student-run university newspaper “The Yonsei Annals”

State University of New York at Albany
Exchange Student for a year

Albany, NY
Jan. 2006 - Dec.2006

PROFESSIONAL EXPERIENCE

POSCO, Hot Rolled and Construction Steel Materials Marketing Department
Manager

Seoul, Korea
April 2012 – June 2015

Developed business-to-business marketing strategies to enter emerging markets and evaluated investment plans

- Proposed new steel plants investment in Mexico and Indonesia by analyzing the feasibility of the plan, which increases sales by 40%
- Consulted UPI, a Joint venture of U.S. Steel and POSCO located in San Francisco, and turned their net profit into a surplus of \$1.2M after five years of chronic deficit by suggesting them to streamline the operation and improve management structure
- *Honors:* Awarded the employee of the year in 2013, which is annually awarded to 10 out of 1,000 employees in Marketing Division

POSCO, Automotive Materials Marketing Department
Associate Manager

Seoul, Korea
Aug. 2008 – April 2012

Managed and coordinated business by cultivating relationships of trust and confidence with clients

- Successfully negotiated 100% of supply contract renewals through 2009 to 2012 with Hyundai Motors Group
- Assisted steel material supply to Hyundai Motors Group totaling \$720M in sales, which consisted 20% of the team’s sales volume
- Organized and monitored supply chain of the product to meet the schedule on time, and responded 100% of customer claims to maximize customer satisfaction

ADDITIONAL ACTIVITIES

IWO, International Workcamp Organization
Volunteer

- Preserved extinct marine species in coastal areas of Puerto Vallarta, Mexico July 2006 – Aug. 2006
- Participated in a community development project for senior citizens and constructed habitats in Bangalore, India June 2005 – July 2005

ACE, American Conservation Experience
Volunteer

- Operated five different environmental preservation projects with 100 other volunteers May 2006 – June 2006 in the national parks near Flagstaff, AZ by building the natural trails

SKILLS

- Computer: Microsoft Excel/Powerpoint/Word (Advanced), GIS, STATA, R, IMPLAN (Basic)
- Language: Korean (Native), English (Fluent)