

Weonjun Lee

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EDUCATION

Texas A&M University, Mays Business School

Master of Business Administration

College Station, TX

December 2023

The Ohio State University

Bachelor of Economics

Columbus, Ohio

May 2016

EXPERIENCE

SwiftWall

Business Project Manager Intern

Midland, MI

June 2023 – August 2023

- Designed and implemented sales forecasting model using JMP regression solution with 75% data integrity accuracy, backing the company's \$12MM target revenue,
- Initiated and completed first value chain model including inventory, sales distribution, raw materials, finished goods, and financial commitments to ensure sales and data accuracy
- Created a value chain dashboard in Power BI, consolidating business data, sales metrics, inventory stats, and forecasts, reducing processing time by 80%
- Enhanced supply chain model, boosting financial efficiency by optimizing inventory and cash on hand

CJ Foods USA

Sales Planning Sr Analyst

La Palma, CA

November 2021 – July 2022

- Analyzed data across suppliers to identify potential shortages and developed response/risk mitigation plans resulting in rollout with minimal disruptions and cost savings of over \$1MM due to operations continuity
- Established and led cross-department meetings to optimize production and resource allocation processes identifying key customer targets and opportunities resulting in doubling of orders at targeted clients
- Coordinated customer relation campaign with major key account (Target) building an excel-based SKU model to support enhanced responsiveness to secure key supplier qualification slots worth 20% of total department revenue
- Simultaneously launched new product campaign with marketing & SCM team's schedules and successfully penetrated new products into over 1500 stores, including Walmart & Kroger

Nexen Tire America

Marketing Analyst

Diamond Bar, CA

March 2021 - October 2021

- Automated daily warehouse sales analysis report, including back order and sales quantities by warehouse location, daily and monthly top clients, and target progression by sales managers; reduced repetitive data by 90%
- Redesigned an excel model tracking the inventory status of more than 200 SKUs using Power query; results were reported to the senior management level and successfully reducing operating costs of \$100,000+ monthly
- Drew insights from pricing and market data of both Nexen and competitors, which were later used to develop multiple pricing strategies that yield a 10% total annual profit increase

Marketing Assistant

July 2016 - February 2021

- Designed pricing models in Excel to support business strategies and align with overall pricing strategy, resulting in a sales volume increase of 5,000,000+ units and an internal promotion to the Marketing Analyst position
- Conducted Ad hoc data gathering and business intelligence reporting such as retail or competitor pricing to price benchmark as well as to monitor price positioning of the company

LEADERSHIP

Aggies in Business (AIB) at McFerrin Center for Entrepreneurship

Operations Manager - Venture branch

College Station, TX

October 2022 – Present

- Screen potential Aggie Angel Network (AAN) investment opportunities and coordinated with angel investors and companies on due diligence and managed relationships between AIB members' communication with McFerrin

SKILLS, ACTIVITIES & INTERESTS

Languages: Bilingual communication (Korean, English)

Technical Skills: MS Power Query, MS Power BI, Tableau, SAP ERP, R, JMP, Crystal Ball.

Certifications & Training: MS Excel (Power Query & DAX), MS Power BI. MS PowerPoint

Activities & Interests: Dog-lover, video games, sports, golf, baseball, music, hiking, and Foodie