

STELLA HYUNJEONG KEE

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SUMMARY: As a UX/UI designer, my passion lies in creating innovative and user-centred solutions that solve real-world problems. With a background in marketing and sales management in global companies, I bring a unique perspective and diverse skill set to the field of UX/UI design. Known for displaying business acumen, integrity, and project ownership while always exceeding expectations both independently and as part of a team. A strategic thinker, a problem solver, and a highly motivated individual with a strong analytical mindset.

WORK EXPERIENCE

INSTITUTION OF MECHANICAL ENGINEERS | *A global engineering membership institution* **London, UK**
Membership Service Executive Assistant | **Membership, Accreditation Professional Development Team** Sep 2022 – Present

- Streamlined finance processes and improved efficiency by over 20% by creating a visual Excel accreditation tracker system to replace verbal processes. Oversaw all financial transactions to ensure timely and accurate payments and achieved 92% payment success rate
- Provided administrative support for University Accreditation by accurately managing and updating data in the database, ensuring the accuracy and reliability of information for the university's accreditation process
- Analysed survey data from 126 members, identified pain points when updating records to the company's internal tool, and developed an intuitive log to facilitate the easy recording of professional achievements for audit purposes

SELVAS HEALTHCARE | *A global assistive technology company specialising in blind & low-vision equipment* **Daejeon, Korea**
Marketing and Sales Manager | **European Market Coverage** Mar 2020 – Jul 2022

- Responsible for a wide range of tasks including marketing strategy formulation, business development planning, Social Media platform management, data analysis, and reporting duties with exclusive market coverage in the European region
- Marketing Strategy, Business Planning & Growth Initiative**
 - Established marketing strategies in alignment with company business objectives, product priorities, allocated budget, assigned timeline, and given KPI goals to maximise ROI, optimise deliverable outcomes, and increase public awareness
 - Played a pivotal role in building short and long-term marketing tactics and in campaign planning, liaising with multiple internal and external counterparts for a successful campaign launch utilising multiple Social Media platforms and online events
 - Took part in business growth initiatives by exploring new clients, building new pipelines, and identifying government funding projects as per country and bidding periods. (provided promotions, free software installations, and price discounts)
- Online Marketing Operation, Campaign Execution & Content Creation**
 - In charge of managing end-to-end social media platform operations of Twitter, Facebook, YouTube, and the company website; managed 1K+ Twitter subscribers from the Blind App community by promoting new products/events
 - Created SenseCast platform utilising the Anchor page and led Podcast operations in coordination with the Product Planning team; created new marketing content after assessing audience feedback and analysing performance outcomes
 - Generated product marketing materials such as brochures, exhibition banners, and quarterly newsletters; produced 30+ product training videos for internal use; organised online exhibitions and virtual conferences to generate new sales leads
- Market Research, Performance Data Analysis & Budgeting**
 - Conducted industry/market research and competitor studies to analyse current issues, trends, and consumer behaviors and to drive business insights and intelligence; analysed performance metrics and derived business implications and strategies
 - Analysed key indicators of digital performance data (impressions, profile visits, and followers) within Twitter & Anchor Analytics for campaign optimisation and target audience development. Also performed weekly reports for review

PANAGENE | *A global leading genetic molecular diagnostic company* **Daejeon, Korea**
Marketing & Sales Assistant | **Overseas Business Division** Mar 2019 – Mar 2020

- Undertook CRM database implementation and maintained 300+ client data; participated in the MEDICA Trade Fair 2019 and managed a company booth exploring new pipelines, developing new/upselling opportunities, and creating new sales leads
- Played a pivotal role in responding to any feedback, complaints, or issues from corporate customers via email, phone, and virtual meetings; managed import-export processes, inventory monitoring, documentation, translation, & warehousing/shipping

PEOPLETUND | *A small business loan and financial support service provider* **Austin, TX, USA**
Business Intern | **Finance & Accounting Team** Dec 2017 – May 2018

- Participated in the internship program as part of the KOREA WEST Program sponsored by the Korean government; led client financial data review through invoices, collateral insurance, and personal equity capital; supported budgeting and forecasting

EDUCATION

HANBAT NATIONAL UNIVERSITY **Daejeon, Korea**
Bachelor of **Business Administration** (GPA: 3.8) | Received **Scholarships** Mar 2013 – Aug 2017

SKILL

- Language | Korean (Native), English (Fluent, TOEIC 920/990)
- IT | Microsoft Office, Programming Language (R, C, SQL), HTML, CSS, Adobe (Premiere, Photoshop, XD, and Illustrator), Figma
- Certificate | Love Circular Design Institution Certificate (2023) | Advanced Excel Certificate (2023)