

Technical PM consolidating per-market eCommerce builds at BAT into a single global platform spec across Korea and Japan. Comfortable reconciling vendor engineering, regional business, and global architecture into shippable delivery plans.

EXPERIENCE

British American Tobacco (BAT) · Digital Solutions Analyst Mar 2024 – Present · Seoul

IDT APMEA North — D2C platform PM for Korea & Japan (combined ~1.7M MAU)

- Lead the migration of **myGlo / Velo Japan** (~1.5M MAU) from a local CMS (Sitecore) onto the group's global Adobe Commerce + AEM stack — gap analysis, PRD authoring, 40+ custom component specs, and UAT across a 500+ page catalogue.
- For **BAT Korea's new eCommerce platform** (launching Q1 2026), analysed the business case against the group's global solution stack, identified the required deltas, and proposed the end-to-end architecture connecting Adobe Commerce, Salesforce Service & Marketing Cloud, local Kakao messaging, and EDA/OMS/WMS.
- Single technical point of contact between the regional business and delivery squads at Cognizant (Adobe stack) and ITC Infotech (Salesforce/Azure) — translating marketing/CRM/logistics requirements into Azure DevOps specs, reconciling conflicts between tickets, and keeping multi-vendor sprints synchronised.
- Built **bat-ly** end-to-end — an @bat.com-gated URL shortener now used by BAT Korea's full marketing team. Removed a standing data-governance risk and preserved 100% UTM attribution that the previous third-party tool was stripping.

Elice · Project Manager / Team Lead Dec 2021 – Feb 2024 · Seoul

K-12 Business Development — AI Digital Textbook & SW education platform

- Led the Ministry of Education AI Digital Textbook (AIDT) research contract — architected the AI LMS prototype against the full RFP, secured a ₩900M research award, and presented the solution demo to the President of Korea, the Minister of Education, and the 8 Provincial Superintendents.
- Closed AIDT consulting contracts with three of Korea's largest textbook publishers (Visang, Mirae-N +1), ran the ₩1.2B Digital New Sprout Camp across all 17 regional education offices, and grew the K-12 coding platform to 50,000+ MAU. Took the platform global at BETT UK (joint with MoE / KERIS).

TikTok (ByteDance) · QA Analyst Nov 2020 – Dec 2021 · Seoul

Trust & Safety — content risk operations and platform feature planning

- Analysed harmful-content trends from the AI auto-moderation pipeline and BPO manual-review operations (SQL, Google Data Studio) and translated findings into policy and algorithm recommendations that shipped.
- Designed the platform's age-gate — built the business case from age-segmented exposure data, selected a domestic OAuth identity-verification provider compatible with the existing account architecture, and authored the UML spec for the under-14 registration block.

Samsung SDS · Project Coordinator (Year-in-Industry) Jun 2018 – Jun 2019 · London, UK

European HQ — Digital Consulting, RPA PoC proposals & operations

- Ran RPA PoC proposals for European manufacturing clients (Poland, Germany) on Samsung's Brity RPA — process discovery, solution design, demos, and cold outreach — alongside GDPR compliance tasks and SLA monitoring for cloud storage and VoIP services.

PLATFORMS

Adobe Commerce (Magento 2), AEM, Salesforce Service & Marketing Cloud, Azure DevOps

EDUCATION

BSc IT Management for Business · University of Sheffield, UK · 2016–2020

DELIVERY

Agile / Scrum, multi-vendor orchestration, UAT & release governance, BRD / PRD authoring

CERTIFICATIONS & RECOGNITION

PSM I · PSPO I · BAT Building Tomorrow Gold Award (2024) · Elice MVP (2022)

TECHNICAL

SQL, Python, Next.js, Supabase, Playwright, CI/CD, API integration, UML, Git

LANGUAGES

Korean (Native) · English (UK-educated, Full Professional)