Yuntaek Ha - Resume (English Version)

Contact

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Professional Summary

I am a strategy and operations professional who improves core metrics of commerce platforms through data analysis. I focus on identifying structural problems using user behavior data and operational metrics, and executing improvements that enhance both customer experience and business performance. At Joonggonara, I increased payment volume by 2.4x through payment funnel analysis and high value user segmentation. I also led a cafe to app integration project that increased membership by 1.6x and doubled product listings. At KimCaddie, I analyzed operational data and introduced an IVR based reservation automation system that reduced operational costs by about KRW 200 million per year while enabling 24 hour reservation handling.

Core Skills

- SQL based data extraction and analysis
- Dashboard development using QuickSight, Looker Studio, and Superset
- Customer behavior analysis using LTV, AARRR, funnel, and cohort analysis
- Data driven hypothesis generation and experiment design
- Service operations optimization and automation strategy
- Cross functional collaboration with product, engineering, and operations teams

Work Experience

KimCaddie - Operations Team Lead (Jun 2025 - Feb 2026)

- Analyzed operational data and VOC to define service improvement initiatives
- Led operational automation initiatives and redesigned service workflows
- Introduced IVR based reservation automation enabling 24 hour reservation handling
- Reduced operational labor costs by about KRW 200 million annually
- Built operational dashboards using Superset and spreadsheets

Joonggonara - Payment Partnership Team Manager (Mar 2022 - Apr 2024)

- Performed SQL based payment data analysis and KPI reporting
- Improved payment conversion through funnel analysis and targeted campaigns
- Increased Joonggonara Pay payment volume by 2.4x
- Led cafe to app integration project increasing membership by 1.6x
- Reduced fraud incidents by about 60 percent using keyword monitoring

Brands Company (Former Skylab) - Marketing Planning Team Lead (May 2021 - Jan 2022)

- Managed Coupang Rocket Delivery sales operations
- Improved order planning using sales data analysis
- Expanded product lineup and achieved monthly revenue growth over 10 percent

Coupang - Pricing Operation Specialist (Apr 2020 - Aug 2020)

- Managed pricing operations across retail categories
- Developed pricing logic for high demand products such as KF masks
- Improved pricing exception handling processes

WeMakePrice - Promotion Operations (Dec 2017 - Mar 2020)

- Optimized promotional strategy for food category products
- Focused promotions on top 20 percent SKUs to increase GMV
- Achieved number one category ranking through data driven promotional strategy

Major Projects

Joonggonara Pay Payment Growth (2.4x)

- Analyzed payment funnel to identify major drop off points
- Introduced seller engagement strategies to reduce chat stage drop offs
- Implemented targeted campaigns for high value buyers and sellers
- Result: Payment volume increased 2.4x and achieved the highest annual payment record

Cafe to App Integration Growth Project

- Designed strategy to convert Naver Cafe users into app users
- Implemented automated linking application process
- Executed incentive campaigns to accelerate adoption
- Result: Membership increased 1.6x and product listings doubled

IVR Reservation Automation (KimCaddie)

- Identified operational inefficiencies in manual reservation handling
- Designed IVR based reservation process replacing manual phone operators
- Improved off hour reservation success rate from 50 percent to 70 percent
- Result: Reduced annual operational cost by about KRW 200 million

Education

Sangmyung University - Bachelor Degree in Financial Management (2010 - 2016)

Additional Training

- CodeStates Software Engineering Bootcamp (Full Stack JavaScript)

- Codeit Python Data Analysis Program (Pandas and Matplotlib)