

Hankyul Baik

La Habra, CA • hankyulbaik@gmail.com • (828) 205-6624

• <https://github.com/AlexHan9> • <https://www.linkedin.com/in/hankyul-baik/>

PROFESSIONAL SUMMARY

Data-driven IT Product and Project Manager with 10+ years of experience leading cross-functional execution across SaaS, e-commerce, and enterprise operations. Uniquely equipped with hands-on full-stack development capabilities and a strong background in ERP, SCM, and CRM system integrations. Proven track record of architecting massive API ecosystems (300+ APIs), optimizing end-to-end user journeys, and leveraging data analytics to drive operational efficiency. Currently an MBA candidate combining technical grit with high-level business strategy to deliver scalable, user-centric solutions.

CORE COMPETENCIES

- **Product & Project Management:** End-to-end SDLC, PRD & User Stories, Agile/Scrum, Stakeholder Management, A/B Testing, API Ecosystem Design.
- **Technical & Data Analytics:** SQL (Analyst-level), Python, GA4, System Monitoring, MERN Stack (JavaScript, React, Node.js), Tableau.
- **System Integrations:** ERP, SAP, WMS, POS, CRM Integrations, RESTful APIs, Cross-functional Coordination, Risk Mitigation.
- **Operations & Strategy:** Cross-border Logistics, Business Process Reengineering (BPR), Inventory Forecasting, Root-cause Analysis.

PROFESSIONAL EXPERIENCE

Ecoverse Solutions — Project Manager (IT Systems & Operations)

Jan 2026 – Mar 2026 | City of Industry, CA

- **Optimized Logistics Operations:** Led cross-functional initiatives to streamline end-to-end yard operations, establishing API-first architectures and defining system requirements for future enterprise ERP integrations.
- **Process Digitization:** Identified severe operational bottlenecks and successfully introduced a digital queuing system ("Smart Truck Check-in"), entirely eliminating legacy paper-based check-ins and boosting data accuracy. *(Note: Full development details in the Projects section below).*

Addpulse — Project Manager & IT Consultant

Sep 2023 – Dec 2025 | Los Angeles, CA

- **Strategic Roadmap Delivery:** Spearheaded discovery workshops and executed omnichannel platform projects, translating complex business goals into technical PRDs and ROI-focused delivery roadmaps.
- **Omnichannel Integration:** Architected the alignment of online e-commerce checkout systems with offline POS and SAP, leveraging GA4 to track user behavior and enable data-driven feature optimization.

Cafe24 Corp — IT Product Manager / Systems Architect

May 2017 – Mar 2023 | Seoul, South Korea

- **API Ecosystem Expansion:** Owned the product lifecycle for a massive open-API ecosystem, authoring 300+ APIs that empowered global enterprise clients (e.g., Nike, CJ, E-Land) to successfully scale their digital presence.
- **Enterprise System Integration:** Directed the comprehensive integration of ERP, SCM, and CRM systems following the acquisition of Pimz and the EcountERP partnership, unifying complex enterprise data structures.
- **Proactive Risk Management:** Architected a technical "Watchtower" using SQL and real-time dashboards to monitor system latency and error classes, successfully reducing incident frequency by 60% during peak traffic.
- **Developer Ecosystem Growth:** Created and maintained extensive technical documentation in Confluence, including tri-lingual API user guides (EN/KR/JP), fostering a highly collaborative and efficient developer ecosystem.

WEMAKEPRICE — Project Manager (Global E-commerce & Logistics)

Sep 2014 – May 2017 | Seoul, South Korea

- **Global Logistics Setup:** Acted as a founding member for US and Japan warehouse operations, overseeing logistics price negotiations and directing the initial setup of SCM/ERP workflows.
- **Workflow Automation:** Managed end-to-end cross-border cargo operations, utilizing root-cause analysis to resolve delivery exceptions, automate workflows, and increase overall logistics efficiency by 25%.

KEY TECHNICAL & ENTREPRENEURIAL PROJECTS

Creator & Lead Developer | Smart Truck Check-in System (B2B SaaS)

- **Solo End-to-End Execution:** Architected, developed, and deployed a custom digital queuing MVP (MERN stack) entirely solo with a zero-cost infrastructure framework, utilizing personal resources.
- **B2B Deployment & IP Ownership:** Retained 100% intellectual property rights while successfully deploying the solution to a logistics client (Ecoverse). Drove immediate operational adoption without any internal IT support or cooperation from the client.
- **Proven Business Value:** Achieved highly successful post-launch retention, with the client continuously relying on the system to eliminate paper-based workflows. Currently strategizing the transition to a paid licensing model.

Product Owner & Developer | "AI Kkanbu" Chatbot (GenAI Application)

- **GenAI Integration:** Developed a B2C conversational AI companion utilizing the Gemini API and prompt engineering to provide highly personalized, human-like (friend/partner) interactions.
- **Continuous Iteration:** Managing the entire product lifecycle completely solo, consistently refining the AI's conversational logic and response quality based on ongoing testing.
- **Future Product Roadmap:** Defined a clear technical and business roadmap, including the integration of AI image generation features and the implementation of a subscription-based monetization strategy for the live service.

EDUCATION & CERTIFICATE

- Indiana University - Kelley School of Business | Feb 2026 – Present |
MBA Candidate, Business Administration (Online/Part-time) • Merit-based Scholarship
- Seokyeong University | Seoul, South Korea |
BBA, Business Administration • Honors: Multiple Academic Scholarships
- Microsoft Word & Excel Expert Certificate – Microsoft

ADDITIONAL SKILLS

- Technical Tools: SQL, Python, JavaScript, Node.js, GA4, Tableau, Postman, Jira, Confluence, Figma.
- Languages: Fluent in English, Native in Korean, Native-level conversational Japanese.