

Curriculum Vitae

Personal Information

- **Name in Full** : Bong Hwi(David) LEE
- **Date of Birth** : November 28, 1968
- **Current Address** : Gyeryong APT 101-1007,
 - 391 Jung-Dong Mapo-Gu
 - Seoul, Korea
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Education

2017-Present	Ph.D Course in Management Consulting
2000-2001	Master of Arts in Translation & Interpreting Macquarie University, Sydney, Australia
1987-1994	Bachelor Degree in Business Administration, Chung Nam National University, Daejeon, South Korea

Experiences

>2013.12~Present	Till date~ General Manager, IMC Korea CMC
>2011.7~2013.11	InTruFriend Co. Ltd.: Relocation and Marketing Manager
>2010.8~2011.06	Honors Club International School(HCIA) in Sri Lanka Deputy Director of the School
>2005.6-2010.07	Korea Marketing Manager of Hangzhou SongCheongHuaMei(SCHM) school and AIA School in China
>2001.6 –2005. 5	Korea Marketing Manager of Oxford College, Sydney, Australia
>1994.6 –1996.5	Worked for OB (Oriental Brewery) Co. Ltd. at the Sales Department

July 08, 2019

BongHwi(DAVID) LEE



SELF-INTRODUCTION

Name : Bong Hwi(DAVID) LEE (Date of Birth : November 28, 1968)

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I would like to apply for a position of a Communications Manager of Dwight International School Seoul(DISS) what position I really want to be and hope my dream to come true. For making you understand me more, I would like to outline my educational backgrounds and job careers as followings;

➤ **InTruFriend Co. Ltd. as a Marketing Manager**

Duties:

- 1) Marketing to Relocation managers to Korean and Foreign Companies
- 2) Taking care of expatriates (about 300) who are working for Korean Companies.
- 3) Planned, produced website(English & Korean Version) with a website Design Company and maintaining as desired by management.
- 4) Advertising this company with the keywords on the Naver, Overture and Google. Through these advertising we are getting good housings also joining partners (Joint Venture) contracts with local real estates.

➤ **Honors Club International School(HCIA) Deputy Director of the School**

Duties:

- 1) Responsible for all communications, public relations and marketing
- 2) Coordinating directly with all other administrators, teachers and the admissions team
- 3) Listening and responding to school parent, Educational Agencies and students
- 4) managing a budget, establishing all relationships and recruiting

Achivements:

- After graduation from Chungnam National University, Daejeon, Korea majored in Business Administration in 1994, I joined with OB(Oriental Brewery) Co. Ltd. as a Regional Marketing Manager and worked for about 2 years. My duties were to get orders made from Liquor Whole Sellers and authorized the Distribution Center to ship the orders from the Liquor Whole Sellers to their trucks. Then I personally visited them not only to bring more orders but also make every efforts improve closer relationships together. Thorough working with this company, I believe I surely improved my interpersonal skills how I meet the persons who I am not accustomed with and how I develop the relationships, which is one of the most important factors in our daily lives and businesses sectors.
- Two years later after working with OB Company, I decided to improve my English skills, which are very essential to upgrade my careers also keep up my paces with the world trends. So I went to Australia to pursue further higher educations.
- When I was in Australia, while I was taking English course as well as established my own cleaning company "Joeun Services". At the beginning it was not easy job to run my own business because my English was not good enough to communicate with Australians. Moreover, it was not good enough time to develop some good relationships with them. As we know, in the business fields, interpersonal relationships are very important to make a business prosperous. As times went by, however, I was able to make lots of Australian friends who helped me extend my business in there. For two years with running the cleaning business I have earned

good finance which I could studied in Translation and Interpreting at Macquarie University which I really desired to pursue to.

- Upon graduation from Macquarie University in 2001, I started to work for Oxford College as a Korean Marketing Manager. And then later in 2005 with having introduced my Chinese friend who I have studied together at Macquarie University, I have joined with Hangzhou SCHM School & AIA School in China because I am very interested in China and through this my business I wanted to learn more about Chinese cultures, peoples, politics and economics. As we notice that China economics is rapidly growing up and influencing a lot to over the world.
- My duties as a Marketing Manager of Oxford college and SCHM & AIA school are to visit Overseas Education Agencies in Korea., which there are over 1,000 educational agencies in Korea and to promote the college and school's programs as well as to improve school's brand images to the agents and to take care of their processing documents and get feedbacks from agents, parents and students about the schools. Then I reported them to the school. So the school can improve its programs and provide better services to the current and future customers. Also I have sent out school's newsletters to agents and school customers regularly.

Yours Sincerely,



BongHwi(DAVID) LEE