

YEJI (SAGE) SEO

(424) 832-9041 | sage.yeji.seo@gmail.com | linkedin.com/in/sage-seo/

SUMMARY

Product Manager with 6+ years of combined experience, including 3+ years of product ownership across SaaS and platform products. Proven track record of driving API-driven integrations, cross-border payment expansion, and data-informed growth initiatives. Leveraging an MBA and CFA Level I, I bridge financial acumen with technical execution to drive fintech roadmaps grounded in unit economics, iterative experimentation, and system-level trade-offs in high-velocity environments.

EXPERIENCE

EPSON AMERICA, INC.

Los Alamitos, CA

Associate Product Manager II

Aug 2024 - Present

- Led API-driven data integration across external and internal systems, establishing data mapping logic and automating reporting pipelines; reduced manual workload by ~60% and drove an 8% retention lift via targeted lifecycle outreach.
- Streamlined onboarding flow by synthesizing behavioral data and funnel metrics to prioritize key UX friction points; led cross-functional alignment to validate hypotheses and implement targeted fixes, increasing activation by 11%.
- Restructured monetization by launching a 3-tier pricing model informed by price elasticity and profitability; drove 9% revenue growth and optimized unit economics by balancing upfront conversion with higher-margin deferred purchases.
- Championed end-to-end rollout of cross-sell features, defining KPIs and running A/B tests to optimize purchase decision flows; drove incremental revenue through a 4% conversion lift and consistent attach-rate growth.

Awards & Leadership: Spotlight Award (2025); Cheers for Peers – Exceptional Work (2025); MBA Intern Mentor

Product Management MBA Intern

Jun 2023 - Aug 2023

- Defined product vision for a SaaS solution, translating user needs into AI-driven features, validating feasibility via POC, and outlining a prioritized roadmap; synthesized findings into strategic narratives that secured executive buy-in.
- Built a financial model with scenario analyses to quantify revenue impact and operational efficiency for proposed SaaS features; aligned inputs with Product and Finance to drive informed prioritization and guide MVP resource allocation.

ERA, Early-stage startup developing AR smart glasses and companion app for cyclists

Los Angeles, CA

Product Manager

Sep 2023 - Aug 2024

- Owned the 0-to-1 roadmap for a companion app by balancing rapid MVP delivery with long-term scalability; defined MVP scope and led cross-functional alignment to drive seamless ecosystem integration and retention growth.
- Validated product-market fit through 100+ interviews, applying strong user empathy to synthesize qualitative insights into key user needs; shaped findings into PRDs and delivered MVP ahead of schedule, saving ~\$100k in runway.

ECHO MARKETING, Leading performance marketing company with D2C & multi-market e-commerce.

Seoul, Korea

Product Manager, Vanity Table Team

Nov 2021 - Jun 2022

- Led cross-border payment expansion to Japan by localizing checkout flows, payment methods, and FX display in line with local regulations; streamlined payment operations across US and Japan, overachieving revenue target by ~25%.
- Built recommendation and ranking logic in collaboration with engineering and data science; leveraged behavioral segmentation and iterative experimentation to improve targeting precision and drive double-digit CTR growth.
- Scaled e-commerce platform from the US to Japan, leading market research, go-to-market strategy and localization across customer experience; accelerated adoption and surpassed the market penetration target by 30%.
- Spearheaded a 0-to-1 mobile app launch by owning MVP scope, migration strategy, and end-to-end onboarding; drove 12% growth in DAU and early retention by streamlining the web-to-app transition and simplifying onboarding flows.

INTERCOS KOREA, Global cosmetic manufacturer with OEM and turnkey ODM capabilities.

Gyeonggi-do, Korea

Overseas Sales Associate (Global B2B Project Management), Overseas Sales Team

Aug 2019 - Jun 2021

- Led end-to-end launches for 20+ products by translating requirements into specs while navigating technical trade-offs and regulatory compliance; spearheaded cross-functional collaboration and on-time delivery across concurrent projects.
- Accelerated account growth across Europe and Asia by developing segment-specific pricing and product offerings in compliance with regional regulations; secured multi-million dollar B2B deals, driving 10%+ YoY growth.

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

M.B.A., Full-Time Program, Technology Management Specialization

Jun 2024

- Leadership: Mkt & Outreach Director - Korean Business Student Assoc., Open Court VP - Anderson Tennis Club
- Awards & Recognition: Finalist, Tepper Tech Innovation Challenge (Designed AI-powered Fintech app for personalized financial planning); 3rd Place, AnderTech Product Innovation Challenge (Conceptualized creative AI/ML based solution to mitigate medication non-adherence risks).

KYUNG HEE UNIVERSITY

Seoul, Korea

Bachelor of Business Administration (BBA) in Foodservice Management, GPA: 3.99/4.5

Feb 2019

ADDITIONAL

- Certifications & Technical Skills: CFA Level I, SQL, AI-assisted prototyping, Figma, Tableau
- Languages: Korean (Native), English (Fluent), Spanish (Intermediate)