

JOOYEONG KWAG

Digital Operations Lead

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Melbourne, Australia

SUMMARY

With over 9 years of experience in digital commerce, I bring a dynamic blend of strategic thinking and hands-on expertise across digital operations, platform migrations, and site merchandising. I'm passionate about creating seamless, frictionless consumer journeys and constantly seeking new ways to elevate digital experiences. Goal is to continue growing as a senior leader in digital strategy and team management, while driving impactful transformation across platforms and programs

EXPERIENCE

Digital Operations Senior Manager

Nike Pacific NDDC

12/2024 - Present Melbourne, Australia

- **Manage Internal user Transition during platform migration.** Quarterbacked achieving migration test milestones, ensuring seamless coordination across global, geo, and territory integrated teams. Partnered with cross-functional teams to ensure readiness across product, inventory, and systems. Supported downstream territory-led testing.
- **Defined and clarified roles and responsibilities** across internal teams and Digital Operations Agency; led hiring and management of the digital operations team to support scalable execution

Digital Operations Manager

Nike Pacific NDDC

02/2024 - 11/2024 Melbourne, Australia

- Collaborated x-functionally to select and sign a Digital Agency contract for NDDC, specifically led **defining Scope of Work and negotiating terms** based on previous 7yrs of NDDC business programming & operations experience.
- **Coordinating User Acceptance Testing programming** across multiple functions by engaging the right stakeholders, refining the details on test scenarios and operations.

Nike.com Business Manager

Nike Sports Korea NDDC

07/2023 - 02/2024 Seoul, Korea

- Owned and Analyzed weekly, monthly Nike.com demand with KPI (Traffic, AOV, Conversion) offense to meet the target demand.
- Kickstarted Task Force team consisted of Performance Media, Business, Marketing to optimize the Paid Media traffic landings to Nike.com and to remove friction from CX that resulted in **+14% higher traffic into seasonally key Product walls.**
- Lead HomePage layout refresh strategy with digital marketing and achieved **2X higher CVR and 3X higher revenue** contribution from raising FW bar display

Digital Platform Migration Manager

Nike Sports Korea NDDC

01/2022 - 08/2023 Seoul

- Ensured migration of Nike Korea from a 3P platform into Nike Global capabilities; the full global suite of Nike digital products, features & capabilities such as **Nike.com web, APP, Omnichannel services.**
- **Scoped the Nike.com web Front-End CX requirements** with the knowledge of geo/territory's operations and business, led conversations between the Korea and Global stakeholders, and provided expected outcome to streamline stakeholders' decision-making in collaboration with the Nike Global International Expansion team.
- **Coordinated the Nike.com web UAT programming** of Internal tool, Front End CX, and Back End system validation across multiple functions by engaging the right stakeholders, refining the details on test scenario details and operations, and monitoring the test execution progress to deliver the result in time.
- **Leading a team of 12 power-users**, oversaw progress of tool training across digital teams to ensure the training program is on track and report the migration program's go-to-market readiness and risks to the senior leadership.

ACHIEVEMENTS

Two Digital Platform Migration Experience

- Migrated \$60M biz from Lotte LECS to GS Breeze and built Digital Ops system from the ground-up
- Migrated +\$600M biz from 3PL platform to Nike's Global Platform and coordinated between

Created 'Seoul Studio' for local PDP image production

This increased sales uplift by +145% and +1.2%pp (2.7% > 3.9%) product conversion avg/season

STRENGTHS

Drive Clarity in Uncertainty

Great at defining the Loopholes and Problems in the processes and operations by detailed mental simulation of requirements to ensure optimal performance

Resilience in the Face of Adversity

Faced with countless odds and setbacks during each migration, acquired the mindset to focus on the objective and power through as a team

SKILLS

Adobe Analytics

Confluence

Lucidchart

JIRA Test Management

PASSIONS & EXTRA CURRICULAR

Women of Nike & Friends Korea Leader

EDUCATION

Bachelor of Business Administration

EWHA Woman's University

02/2011 - 02/2017

Bachelor of Business Administration

HEC Montreal

08/2013 - 12/2013