

DAEYOUNG LEE

Seoul, South Korea ·
+82 10 2195 6831 ·
daepop98@gmail.com
linkedin.com/in/oblee2
hand-axe.com

AI GTM / PIPELINE OPERATIONS BUILDER

Lead Generation · Inbound Qualification · Strategic
Outbound · CRM-style Workflows · Technical Product
Communication · Korean & English

PROFILE

AI GTM / Pipeline Operations Builder with experience
creating early commercial motion for AI and B2B
products across lead generation, inbound handling,
initial qualification, strategic outbound, CRM-style
routing, follow-up workflows, and technical product
communication. Focused on turning high-intent demand
into qualified conversations in the Korean market.

SELECTED EXPERIENCE

Loopproof

Automated B2B Lead Generation Workflow

B2B SaaS Market Validation & Pipeline Operations

2023.06–2023.11; 2025.03

- Built a B2B lead-generation workflow that identified high-intent companies through hiring activity signals and enriched decision-maker contacts for outbound sales.
- Generated 2,000+ B2B leads and reduced lead research time from two weeks to two hours.
- Led early market validation for a B2B reference-check SaaS product, supporting partnership discussions including NICE Information Service.
- Used pipeline evidence and buyer-risk analysis to evaluate demand quality and avoid overcommitting resources before stronger commercial validation.

ArtistAgent / AMA

GTM & Launch Operations for AI-assisted Workflow Product

2023.06–2023.11; 2025.03

- Built the launch and lead-routing layer for an AI-assisted workflow product across landing pages, UTM-tagged acquisition paths, payments, CRM-style routing, FAQ content, and support entry points.
- Maintained outreach operations with 146 logged attempts, separating executed outreach from channel-level failures to improve follow-up quality and channel learning.

CORE SKILLS

Lead Generation · Inbound Qualification · Strategic Outbound
· Lead Handoff · CRM & Follow-up Workflows · Data-informed
GTM Experiments · Technical Product Translation · AI Workflow
Literacy · Korean & English · Python Automation

4am CS Chatbot

AI Customer Support Workflow

2024.11–2024.12

- Improved an AI customer-support workflow by defining routing logic, evaluation structure, and grounded-answer constraints, increasing accuracy from 27% to 85% on the same internal test set.

Handy

GTM Experimentation & Product Validation

2024.05–2025.05

- Ran positioning and acquisition experiments for a fintech product, using paid tests to refine target segments and go-to-market direction. Validated early message-market fit with CTR 11.48% and CPC \$0.39.
- Techstars Tokyo, Top 3% Shortlisted Applicant,

PDF Grammar Checker

Live Beta Product & Inbound Learning

2023.06–Present

- Turned an internal workflow tool into a live web product and used concierge-style email support to capture and learn from early inbound leads.

EDUCATION

Hankyong National University
Communication Design Major, 2018–2026