

KI BUP "BEN" YEO

Lead, Content Operations | Workflow Optimization | Stakeholder Communication | Strategic Oversight

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SUMMARY

Operations leader with 7 years of experience building and scaling complex, quality-driven workflows in live content environments. Proven success leading cross-functional operations, establishing SOPs and performance standards, coordinating internal and external stakeholders, and improving delivery at scale across regions. Known for combining strategic oversight with hands-on execution, including team leadership, process optimization, KPI management, and budget-conscious decision-making.

EXPERIENCE

Team Lead, Sports Operations01/2024 - Present

GracenoteSeoul, South Korea

- Led the Korean Sports operations team, scaling from the ground up to 4 Process Coordinators and 35 live data operators covering all major domestic sports leagues.
- Served as a point of contact between internal teams and external partners, facilitating communication, aligning expectations, and ensuring seamless service delivery.
- Oversaw recruitment, onboarding, and continuous training programs, ensuring operator performance meets global standards for real-time sports data accuracy and timeliness.
- Developed workflows and SOPs, enhancing efficiency, consistency, and error reduction.
- Collaborated closely with global teams across engineering, product, and infrastructure to align operational strategies, support tool development, and enhance service reliability.
- Tracked and analyzed key performance indicators (KPIs) to drive process improvements, boost team performance, and proactively address quality gaps.
- Developed a deep understanding of API integrations, ensuring seamless data delivery and system interoperability.

Process Coordinator, Sports Operations10/2019 - 12/2023

GracenoteSeoul, South Korea

- Established Korean Sports operations, supporting the hiring, onboarding, and training of live data operators in line with global standards.
- Coordinated multiple live sports coverage projects, ensuring accurate, real-time data delivery to international clients across various platforms.
- Optimized workflows and SOPs, boosting operator efficiency, and enhancing data accuracy.
- Served as a key liaison between local teams and global stakeholders, contributing to cross-regional alignment and knowledge sharing.

Customer Support Specialist01/2019 - 08/2019

AgodaSeoul, South Korea

- Delivered consultative support to customers, analyzed issues and provided tailored solutions to ensure positive user experiences.
- Communicated complex booking and platform policies in both Korean and English, enhanced bilingual communication skills.
- Collaborated with internal escalation teams to troubleshoot technical and process issues, ensured resolution within defined SLAs.
- Developed strong problem-solving and customer engagement abilities that translated into higher satisfaction and loyalty.

Accounts Executive08/2017 - 12/2017

Brampton Beast Hockey ClubBrampton, Canada

- Managed CRM platforms to drive ticket sales, renewals, and sponsor engagement.
- Delivered client-facing presentations and product-style demonstrations to prospective partners, highlighting sponsorship benefits and ticketing solutions in a pre-sales capacity.
- Executed targeted outreach campaigns and supported proposal preparation, contributing to successful partner acquisition.
- Coordinated promotional events and activations, enhancing fan engagement and revenue growth.

KEY ACHIEVEMENTS

Global Performance Improvement

Successfully led a global cross-regional project to implement a standardized performance evaluation and feedback system, resulting in an average performance increase of 2.77% across all operational hubs.

Regional Performance Leadership

Scaled and trained the Korean Sports Operations team (4 Process Coordinators, 35 Operators), consistently maintaining **performance results averaging ~3.4% higher than other regional hubs**, driven by structured coaching, standardized workflows, and continuous monitoring.

Cost Reduction Success

Achieved a **32.83% reduction in operational costs (excluding wages)** from 2022 to 2025 through improved budgeting discipline and more efficient allocation of operational resources.

LANGUAGES

EnglishNative●●●●●

KoreanNative●●●●●

SKILLS

Google Workspace · Microsoft Office ·

SAP · Jira · ServiceNow ·

Workflow Optimization ·

Stakeholder Communication ·

Presentation Delivery ·

Global Team Coordination ·

Project Management

EDUCATION

Bachelor of Management Business Administration and Management	2017
Dalhousie University	Halifax, Canada
Bachelor of Science Parks, Recreation and Leisure Studies	2017
Dalhousie University	Halifax, Canada