



Lee Jian Hong

A serious person

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Success-driven, visionary, and highly committed professional equipped with broad background in providing topnotch leadership and services within various organization. Good at planning and setting long-term strategic plans, as well as optimizing organizational efficiency, reducing cost, and surpassing business objectives.

I have a lot of tools in my toolbox: business, engineering, teaching, writing, biology, operations, management.

Let's make the impossible possible.

Skills



Engineering

Problem finding, Ideation, Creative Thinking, Solution Generating, Prototyping, Evaluating



Analysis

Statistics (R, MATLAB, SAS), Business analysis, Engineering analysis, Modeling



Business

Business Development, Management, Negotiation, Communication, Leadership, Organization



Management

Operation Optimization, Team Management, Accounting, Business Law, Project management

Education History

Resource Engineering NCKU

Sep 2009 - Sep 2013

Applying engineering concepts and solutions to mine, process and protect natural resources. Key courses: Engineering Geology, Applied Mechanics, Resource Processing, Engineering Economics, etc.

Biomedical Engineering NTU

Sep 2015 - Jul 2018

Use scientific knowledge and engineering methods to solve problems in the field of biomedicine. Related knowledge: machine development, polymer materials, nanomaterials, biochemistry, stem cells, etc.

Work Experience



Co-Founder

Jan 2022 - Present // Serious Studio

Founded startup which focuses on digital marketing from 0 to 1

- Set up a company and establish a cloud working model within the company
- Participated in all aspects of business development, including market research, operations, marketing, e.g.
- Formulated the company's vision, goals, and objectives
- Built and maintained professional relationships with potential investors and partners



Sales Engineer

Apr 2021 - Present // Ejoy2 Corp

Intended to be recruited as a Sales Engineer, to sale devices and provide service. But it turns out to be a Full-Function-swiss-knife, which include:

- Business Development/ Marketing/ Web Design
- Consultant/ Scientist/ Translator
- Purchase/ Inventory control/ Process Optimization
- Office management/ Accounting/ dunning
- and all the things you can think of



Teacher

Sep 2018 - Jul 2020 // Sekolah Menengah Persendirian

The teaching process not only made me younger and more energetic, also made me understand social responsibility. It inspired me to share my thoughts to publics.

- Taught Chemistry and Science to 200+ students.
- Created interactive presentations with the usage of relevant software.
- Developed online courses due to the impact of COVID-19 pandemic.



Executive Director

Jan 2006 - Dec 2014 // Sui Yuan Fruits Sdn. Bhd.

Import commercial management system:

- Reduced administrative procedures and minimized paperwork. Introduced and implemented commercial accounting system to meet the needs of company.

Develop management tools:

- Enhanced the effectiveness of company management. Developed staff's working hours and wages calculation system, stock control system, etc.

Reorganize the company:

- Put the right person in the right place. Constantly reviewed and optimized manpower to increase productivity.

Business development:

- Increased company's profits by developing business. Developed markets to cope with the seasonal fluctuation of fruits, such as foreign market and hypermarket.