

JINSUNG KIM

CUSTOMER & SERVICE OPERATIONS LEADER

Process improvement / Quality & knowledge management / Reporting automation

Kuala Lumpur, Malaysia | Korean: Native | English: Fluent

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PROFILE

I bring 8+ years of experience in B2B advertising support, online travel operations and Korean-market content quality. I have led 14-person teams, built Excel and Google Sheets reporting tools, and used customer feedback to guide coaching and knowledge sharing. I received Concentrix's Q4 2025 MVP Team Leader award. Alongside my operations career, I use generative-AI tools in DJ KIMCHI, an independent creative project.

CORE SKILLS

Team leadership · KPI analysis · Root cause analysis · Quality assurance
Process improvement · Knowledge management · Staff coaching · Reporting automation

PROFESSIONAL EXPERIENCE

Team Leader | Concentrix

Kuala Lumpur, Malaysia | Nov 2024 - May 2026

- Led a 14-person B2B digital advertising support team, managing CSAT, AHT, SLA compliance and quality against client targets.
- Automated KPI reporting in Excel and Google Sheets and built 3-8-week performance trackers for daily team use.
- Analyzed CSAT, handling time, triage, quality scores and pending escalations to identify coaching and follow-up priorities.
- Reviewed negative feedback, identified issues within the team's control and provided one-to-one coaching within 24-72 hours.
- Built a categorized knowledge base using cases with positive customer feedback and shared monthly policy updates.
- Received the Q4 2025 MVP Team Leader award.

Team Lead Manager - Flight Operations | IGT Solutions

Kuala Lumpur, Malaysia | Aug 2023 - Aug 2024

- Managed a 14-person flight operations team for a global online travel agency project.
- Coached staff, reviewed performance, coordinated daily service delivery and oversaw the Quality Analyst's work.

Senior Subject Matter Expert | Concentrix

Kuala Lumpur, Malaysia | Oct 2022 - Aug 2023

- Helped new staff learn policies and daily procedures, and answered questions on live cases.
- Monitored KPIs and prepared daily operations reports in Excel and Google Sheets.

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Customer & Service Operations

PROFESSIONAL EXPERIENCE / CONTINUED

Accenture | Career Progression

Kuala Lumpur, Malaysia | Jan 2018 - Aug 2022

Quality Analyst

Feb 2021 - Aug 2022

- Reviewed Korean-market content moderation quality and reported issues with policy application.

Subject Matter Expert

Jun 2019 - Feb 2021

- Promoted from Content Analyst to SME. Explained policies, helped staff with difficult cases and provided mentoring and day-to-day support.

Content Analyst

Jan 2018 - Jun 2019

- Reviewed Korean- and English-language content against platform safety policies and handled Tier 2 escalations.
- Received the 2018 Accenture Appreciation Award as Top Korean Reviewer.

International Trade Intern | Euco International

Rotterdam, Netherlands | Jan 2016 - Jul 2016

- Supported communication between European suppliers and Korean clients, market research, quotations and client coordination.

INDEPENDENT CREATIVE PROJECT

Creator | DJ KIMCHI

Kuala Lumpur, Malaysia | Jan 2025 - Present

- Built a repeatable process for planning, generating and editing AI-assisted music and video projects.
- Created reusable prompts and scene plans, using matching start and end frames to keep adjacent video clips consistent.

TOOLS & METHODS

Excel: PivotTables, XLOOKUP, VLOOKUP, INDEX-MATCH and macros.

Google Sheets: KPI dashboards, performance trackers and API-based reporting.

Quality & improvement: Root cause analysis, policy review, knowledge bases and coaching.

Generative AI: Prompt writing, reusable scene plans and start/end-frame video workflows.

EDUCATION

Bachelor of Business Administration | Cheongju University

South Korea | GPA: 3.83 / 4.5