

MARY BAE

Global Business & Overseas Sales

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EXPORT MARKETS 1 → 20 Countries opened directly	OVERSEAS MARGIN 0% → 40% Over a five-year tenure	GOVERNMENT AWARD Minister's Commendation Ministry of SMEs & Startups	INTERNATIONAL 3 countries 11 years New York · Auckland · Seoul
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PROFESSIONAL SUMMARY

I have not simply worked abroad — I have built the markets.

Over five years at KOKACHARM I expanded export coverage from a single country to twenty and grew the overseas operating margin from 0% to 40%. That work earned a Minister's Commendation from Korea's Ministry of SMEs and Startups.

Eleven years across New York, Auckland and Seoul span corporate operations at a global fashion company, teaching in a multicultural primary school, and full-cycle export sales — market research, buyer sourcing, trade shows, export operations and team leadership.

My strength is not language alone. It is **meeting people, understanding what they need, earning trust, finding the market others have not seen — and turning that into revenue.**

PROFESSIONAL EXPERIENCE

Overseas Sales Manager — Team Lead KOKACHARM	2018 – 2023 South Korea
KEY ACHIEVEMENTS - Expanded export markets from 1 to 20 countries - Grew overseas operating margin from 0% to 40% - Awarded the Minister's Commendation, Ministry of SMEs and Startups	
RESPONSIBILITIES Team leadership — ran the overseas sales team: goal setting, workload coordination and performance management Market entry — researched international markets, opened new countries, sourced overseas buyers and distributors Trade shows — planned and exhibited at international trade shows, converting on-site buyer meetings into new accounts Export operations — owned end-to-end export sales operations and existing distributor relationships Strategy — built and executed overseas sales strategy and new business development; conducted all client and partner communication in English	
Primary School Teacher Newmarket School	2017 – 2018 Auckland, New Zealand
- Taught and mentored primary students from a wide range of cultural backgrounds - Adapted communication to each student's cultural background and learning style - Delivered English-medium instruction, building student confidence and cross-cultural communication skills	

- **New York, USA (2012 – 2014)** — business support and operations at the global headquarters of an international fashion company
- **Auckland, New Zealand (2014 – 2017)** — operations support and cross-departmental coordination with local teams
- Collaborated in English with colleagues of many nationalities across two markets; absorbed global corporate process and culture

EDUCATION

Master of Business Marketing — University of New South Wales, Australia	2012
TESOL Certificate — Greenwich College, Australia	2012
BA, Political Science & Diplomacy — Sogang University, South Korea	2010

CORE SKILLS

Overseas Sales & Business Development Market entry · Buyer sourcing · Export growth · Account management · Sales strategy	Global Communication English business communication · Multicultural collaboration · Client and partner relationships
International Trade Shows Exhibition planning · On-site buyer meetings · Partner sourcing · Post-show follow-up	Education & Training Multicultural teaching · English instruction · Presenting and coaching
Team Leadership Team operations · Workload coordination · Goal management · Team culture	Cross-Cultural Management Hands-on experience across the United States, New Zealand and South Korea

Korean — Native **English** — Fluent, business proficiency

AWARDS

Minister's Commendation — Ministry of SMEs and Startups, South Korea For overseas market development and export growth as Overseas Sales Manager at KOKACHARM
