

Seungjun(Jun) Lee

Group Product Manager

San Francisco, CA, United States | [LinkedIn](#)

Product manager with 9 years building monetization and consumer products across crypto, e-commerce, and marketplaces. Grew Flipster's assets under custody from \$1M to \$100M+ and scaled Coupang's ad revenue 150% QoQ.

EXPERIENCE

Group Product Manager

Apr 2023 — Sep 2026

Flipster

Remote

Led 5 PMs across 5 squads spanning growth, order experience, affiliate, and internal tooling. Previously as PM, built Flipster's perpetual futures product and core order experience from zero to launch, scaling to thousands of daily active traders and \$1B+ peak daily trading volume. Designed and launched the Earn program that grew assets under custody from \$1M to \$100M+.

Senior Product Manager I

Oct 2022 — Apr 2023

Coupang

Seoul, South Korea

Launched Self-Service Video Ads, Coupang's first branding-focused ad product designated as a 2023 company strategic priority, growing to ~\$50K daily revenue in its first months. Drove launch of performance-based ad product on Coupang Eats as product lead, achieving 150% QoQ revenue growth. Shipped creative optimization system for Product Ads that lifted revenue 7% within six months.

Product Manager II

Mar 2021 — Sep 2022

Coupang

Seoul, South Korea

Launched Self-Service Video Ads, Coupang's first branding-focused ad product and a 2023 company strategic priority, growing it to ~\$50K in daily revenue in its first months. Drove launch of performance-based ad product on Coupang Eats, growing ad revenue 150% QoQ as product lead. Shipped creative optimization system for Product Ads, lifting revenue 7% within six months.

Business Development Manager

Sep 2017 — Mar 2021

TeamBlind (Blind)

San Francisco Bay Area

Founded and scaled Rooftop Slushie, a professional consultancy marketplace, to 100,000+ MAU and 7,000+ company-verified professionals, establishing a new revenue line for the company. Built Blind Pulse, a B2B tool delivering transparent employee engagement insights to enterprise customers.

Co-Founder

Nov 2016 — Jul 2017

DangoKids.com

- Co-founded kids apparel e-commerce store covering the U.S and South Korea.

Business Data Analyst Intern

Jan 2016 — Feb 2016

Memebox Corporation

Seoul, Seoul, South Korea

- Business Data Analyst at China Business Unit

Data Analyst Intern

Jun 2015 — Dec 2015

Jobplanet 잡플래닛

Marketing Intern

May 2014 — Aug 2014

Memebox Corporation

San Francisco Bay Area

EDUCATION

Seoul National University

Jan 2011 — Jan 2017

Bachelor's degree in Business Administration

Minored in Computer Science & Engineering

SKILLS

Microsoft Office · Marketing · Growth Strategies · Entrepreneurship · Microsoft Excel · Presentation Skills · Google Analytics · Key Performance Indicators · Influencer Marketing · SQL · E-commerce · User Experience (UX) · Product Management · Web Analytics · Business Growth Strategies · BigQuery · Amplitude · A/B testing · crypto derivatives · monetization · advertising · marketplaces · analytics