

# HIE SOO “DIANA” KIM

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United States Permanent Resident

## OBJECTIVE

To obtain a position in real estate investment analysis

## EDUCATION

**UNIVERSITY OF FLORIDA – Hough Graduate School of Business**

Gainesville, FL

**Master of Science – Real Estate**

May 2010

**EWHA WOMAN’S UNIVERSITY – The College of Health Sciences**

South Korea

**Bachelor of Science – Nutritional Science and Food Management**

August 2005

Minor: Business Administration

## EXPERIENCE

### Research Analyst

Aug 2009 – Present

Crossman and Company

Orlando, FL

- Assist with retail leasing and marketing initiatives for clients and tenants
- Develop social media marketing strategy for clients and tenants relationship building

### Residential Real Estate Sales Associate

May 2009 – Aug 2009

Coldwell Banker Real Estate, LLC.

Orlando, FL

- Promote sales through advertisements, open houses and other marketing techniques
- Negotiate the best possible contract for clients
- Confer with escrow companies, lenders, home inspectors, and pest control operators to ensure that terms and conditions of purchase agreements are met before closing dates

### Assistant Brand Manager

April 2006 – October 2007

Kellogg Company, Inc.

Seoul, South Korea

- Managed 9 cereal products
- Launched new cereal brand with 3 year sales and P&L projections
- Developed TV commercials and marketing material to support brand image and promote sales
- Oversaw \$10 million marketing budget, controlled monthly expenditures, secured accounting policy, and forecasted spending by collaborating with finance and accounting departments

### Marketing Assistant

December 2004 – April 2006

Kellogg Company, Inc.

Seoul, South Korea

- Launched new chocolate cereal via new product development and integrated marketing plan
- Strengthened brand equity among children becoming most recognized chocolate cereal brand, increasing market share from 5.2% to 11.7% and Net Sales Value +125% in 2 years
- Partnered with 20th Century Fox, Warner Brothers, Microsoft, Disney, Logistix, Maxx Marketing, McDonalds, and Wal-Mart to deliver short-term premium in-pack promotions by maximized public awareness and recognition
- Created and developed www.momspace.co.kr, resulting in 54,000 new targeted mother subscribers

## SKILLS

**Language:** Fluent in Korean and English

**Computer:** Microsoft Office (Word, Excel, PowerPoint), Adobe Acrobat, Link Aztec, SAP

## LICENSURE / ACTIVITIES

Florida Real Estate License, 2009

Volunteer, BETA Center for Developmental Childcare, 2009

President, EWHA University Scuba Club, 2001

## AWARDS

WKKI Kellogg Best Marketing Award, 2006, 2007

K Values Award, 2006, 2007

1st Place, SK Telecom English Presentation Competition, 2003