



Branded Generation LLC

PO Box 552 Miami FL 33257
C: 305-562-5864

irina@BrandedGeneration.com
www.BrandedGeneration.com



ABOUT IRINA KIM SANG

BRIEF PROFILE:

An Author of the recently published book "REALTOR® BRANDING: Marketing Yourself For REAL ESTATE SUCCESS"; practicing Luxury Broker associate; CIPS; million dollar producer of Coldwell Banker Florida 100 and International President's Elite 2014; passionate marketing Educator - Innovation in Education Award 2015 by Miami Association of Realtors; Miami YPN of the Year 2016; with prior 15 years of experience as professional marketer (with two Master Degrees) for major corporate brands and university marketing instructor.

BIO:

Born in Kazakhstan, educated in the United States and Europe, Irina, the Broker-Associate, brings her passion for marketing and international business experience to the Elite Club of the Coldwell Banker Previews Agents since 2011. Her marketing expertise has been proven by multimillion-dollar transactions. Her exceptional performance within just two and a half years as a REALTOR® resulted in Irina earning the Coldwell Banker International President's Elite 2014 Award and the Florida Top 100 2014 Award.

Having two master's degrees—an MBA from the University of Colorado and an Master of Philosophy in marketing from the Maastricht School of Management, Netherlands—and being a professional marketer with sixteen years of corporate marketing experience in such brands as Pizza Hut and KFC among countries like Russia, Kazakhstan, and the United Arab Emirates, Irina has made successful transition to the real estate industry.

Irina engaged in lecturing for a wide spectrum of marketing courses at universities in Kazakhstan, United States and the Czech Republic from 2000 to 2010. Over this period of her career she has developed more than 30 specialized marketing courses for bachelor and master level audiences.

In March 2016 Irina has published specialized Book along with the Workbook: "REALTOR® BRANDING: Marketing Yourself for REAL ESTATE SUCCESS" which is unique in both content and structure. This textbook has defined the REALTOR® Branding Blueprint and has been written in recognition of the ever-growing need for marketing oneself and the unique challenges faced by REALTORS® in differentiating themselves and their brands in today's fast-paced, technology-driven, competitive environment. Irina is currently providing "REALTOR® BRANDING" as 11 CE Credit course.

Irina is an active member of the Miami Association of Realtors, contributing to the development of real estate trainings, the recipient of "Innovation in Education Award 2015" and "Miami YPN of the Year 2016". Irina has been teaching a range of marketing courses at the Miami Association Of REALTORS® for the last 5 years. She has served on the YPN (Young Professionals Network Leadership) Board at the Miami Association of REALTORS® for 3 consecutive terms leading the YPN Curriculum. She has been elected to the Residential Leadership Board 2017 as well she is a Board member at AREAA (Asian Real Estate Association of America) Miami Chapter 2016 – 2017 and WCR Miami-Dade Chapter 2017, in which she chairs educational committee.

Taking advantage of her Korean-Russian heritage she is a visionary and founding partner in several business ventures.

Irina is positioning her personal brand as international luxury REALTOR®, experienced marketer, entrepreneur, passionate educator and academic author.



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IRINA KIM SANG
(February 14, 1977)

Permanent Address:

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Miami, FL 33157
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EDUCATION

| | | |
|-------------------------------|---|----------------------------|
| September 2000 – May 2002 | Maastricht School of Management <i>Master of Philosophy (M. Phil.) with Business Administration specialization. Thesis with excellence.</i> | Maastricht, Netherlands |
| January 1998 – May 2000 | University of Colorado at Denver <i>Master of Business Administration (MBA) with Marketing specialization</i> | Denver, CO USA |
| 1994 – 1998 | Taraz State University, Economics Department, “Marketing and Commerce” major <i>Bachelor Degree with excellence, defended in English language, GPA 5.0 out of 5.0</i> | Taraz, Kazakhstan |
| September 1996 – June 1997 | Bemidji State University <i>Marketing, Arts and Design courses</i> | Bemidji, MN USA |

WORK EXPERIENCE

| | | |
|------------------------------|--|--------------------------------------|
| March 2016 - Present | “Branded Generation LLC” Consulting and training company specializing on marketing education for real estate professionals <i>Founder and Managing Partner</i> www.BrandedGeneration.com | Miami, USA |
| January 2013 - Present | Miami Association of Realtors <i>Volunteer Instructor of marketing courses for real estate professionals:</i> <ul style="list-style-type: none"> • Realtor Branding, • Marketing Plan, • The Power of Visual Marketing • Developing and Executing Marketing Campaigns • Creative Thinking in Business <i>Team Leader for YPN Curriculum</i> | Miami, USA |
| January 2013 – Present | “Miami Vertical Garden Inc.” Landscape company specializing on design, installation and maintenance of green living walls. <i>Co-Founder and Managing Partner</i> www.MiamiVerticalGarden.com | Miami, USA |
| September 2011 - Present | “Coldwell Banker Residential Real Estate” <i>Broker Associate (CIPS) specializing on affluent Russian-speaking clients –</i> www.MiamiForRussian.com | Miami, USA |
| July 2008 – December 2009 | “The Caspian International Restaurants Company Kazakhstan” LLP (Americana Group – Master Franchisee of YUM!, - operating in 17 countries, www.americana-group.com) <i>Marketing manager, Kazakhstan and CIS countries:</i> <ul style="list-style-type: none"> • Launching and managing two brands in the new markets: PIZZA HUT, KFC • Opening of 5 KFC restaurants and 1 PIZZA HUT restaurants within 6 months • Reaching break-even point for 3 KFC restaurants • Developing and executing launch advertising campaigns • Building relationships with advertising agencies | Almaty, Kazakhstan, Dubai, UAE |



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- Designing marketing procedures for the start-up branch
- Analyzing sales and implementing promotion programs.
- Developing marketing calendar
- Designing and executing integrated marketing communications

Received "Award for Managing Marketing Expenses" – Dubai Corporate Conference

March 2006 –
July 2008

"CREAREA Marketing Audit & Consulting" LLP –consulting company

Almaty,
Kazakhstan

Owner and marketing consultant

- Managing marketing consulting projects for Small and Medium size enterprises in such industries as Food Production, Restaurant, Retailing, Textile, Cosmetics, Entertainment, Educational services, Construction and Interior Design, Professional Consulting Services, Medical Assistance.
- Designing brand management strategies
- Providing marketing outsourcing
- Designing and delivering marketing training

January 2006 -
December 2006

JSC "Oil Insurance Company" – insurance company

Almaty,
Kazakhstan

Head of Marketing Department

- Managed and trained a team of 3 marketing-related positions
- Developed marketing plan with relevant budget
- Created, implemented and monitored ATL and BTL campaigns in Almaty and regions
- Structured and managed company external communications
- Unified company brand, corporate style, internal and external communications
- Structured process of ordering and distributing promotional materials and souvenir items
- Implemented Performance Balanced Scorecard in marketing
- Produced competition-winner Annual report 2006
- Produced the first Book of Samples
- Conducted negotiations and presentations on all levels

April 2005 -
December 2005

JSC "Urker Cosmetic" – cosmetics production company

Almaty,
Kazakhstan

Marketing Director

- Managed and trained a team of 12 marketing-related positions (including brand manages, BTL and ATL teams, PR, export and import project managers)
- Developed and launched 3 new brands
- Developed private label for a retail chain
- Formulated and adapted pricing strategy for existing brands
- Created and implemented advertising campaigns and sales promotions in Almaty and regions
- Developed concept and coordinated company's participation in 4 exhibitions in Almaty, Astana and Moscow
- Coordinated import and export projects
- Implemented Quality Management System ISO 9001:2000 и Ecological Management System 14001:2004
- Conducted negotiations and presentations on all levels

August 2000 –
March 2010

Freelance Business trainer, 10-year experience

Almaty,
Kazakhstan

Trainer of Business Consultants ("Core Consultancy Skills" training) certified by "Elevation Learning Centre" (UK)

- *Trained:* Beeline, Kazkomercebank, ATF Bank, Counterpart Kazakhstan (USAID), Alyans Bank, National Savings Pension Fund, Efes Karaganda Brewery JSC Almaty Branch, CNPC (Chinese National Petroleum Corporation & Nelson Resources North Buzachi), USKO International and others,
- *Conducted* more than 35 corporate trainings,
- *Developed* more than 20 standardized training manuals and 35 customized packages



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August 2000 –
December 2009

Kazakhstan Institute of Management Economics and Strategic Research (KIMEP) – English speaking higher-educational institution (www.kimep.kz)

Almaty,
Kazakhstan

Senior lecturer, Management and Marketing Department

- Lecturing a wide range of marketing and management courses in English
- Conducting business skills training programs for Bachelor and Master students outside of their regular curriculum
- **Courses taught:** Principles of Marketing, Advanced/Strategic Marketing, Managing Negotiations, Services Marketing, Retailing, Advertising Management, Marketing Research, Brand Management, Sales Promotions, New Product Development, Internet Marketing, Public Relations, Event Marketing, Creative Thinking in Business, Integrated Marketing Communications, Direct Marketing

August 2002 –
December 2003

Director, Quality Assurance and Marketing Department

Almaty,
Kazakhstan

- Developed and implemented annual marketing strategy
- Developed marketing plan with relevant budget
- Introduced structured approach to the KIMEP brand and corporate style
- Developed and implemented internal marketing and corporate culture activities
- Developed the first Press Book

July 2007

University of Economics, Prague

Prague,
Czech
Republic

Visiting marketing lecturer

- Taught "Services Marketing" and "International Business" Courses

AWARDS

April 2002

The Ministry of Education of South Korea

Seoul,
South Korea

Almaty representative in the educational program

1998

The President of the Republic of Kazakhstan

Almaty,
Kazakhstan

"Bolashak" Program Scholar for 1998 - 2000

March 1997

Bemidji State University

Washington
D.C., USA

University representative at the Annual US Presidential Symposium

1996

ACTR/ACCELS

Bemidji, MN
USA

Undergraduate Student Exchange Program Scholar 1996 – 1997

1997

ACTR/ACCELS

Fairfield, CA
USA

High School Exchange Program Scholar 1993 – 1994

2014

Coldwell Banker

Miami, USA

The Florida 100 (2014)

2014

Coldwell Banker

Miami, USA

International President's Elite (2014)

2015

Miami Association of Realtors

Miami, USA

Innovation in Education Award (2015)

PUBLICATIONS AND RESEARCH

September 2007
- Present

Regular publications in "Advertising" Magazine

Almaty,
Kazakhstan

February –
March 2005

Publications in "Marketing of Goods and Services" Magazine

Almaty,
Kazakhstan

2013- Present

Articles in "Miami Today" newspaper, "Miami Agent" online magazine

Miami, USA

March 2016

BOOK: "REALTOR® BRANDING: Marketing Yourself for REAL ESTATE SUCCESS"

Miami, USA

September 2016

WORKBOOK: "REALTOR® BRANDING: Marketing Yourself for REAL ESTATE SUCCESS"

Miami, USA

COMPUTER SKILLS

- Microsoft Office – advanced user
- Excellent typing skills (English and Russian languages)
- Prezi – Presentation Software
- Pro Landscaping – Landscape Design Software

LANGUAGES



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- Russian - native
- English - fluent
- Excellent presentation skills in both languages

PERSONAL CHARACTERISTICS

Goal-oriented, creative, hard-working, responsible, excellent interpersonal and communication skills, enthusiastic, positive attitude, ability to inspire others, ability to pass knowledge and explain issues, structured and systematic approach to problem solving, high degree of selfmotivation and proactiveness, fast learner, wide scope of interests (including: interior design, graphic design, image making, psychology)