

SUNG EUN KANG

Sales Director

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EXPERIENCE

Founder, Product Marketing and Sales

Pedlar.K

📅 01/2020 - 2023 📍 Seoul, South Korea

- Sourcing, Buying Trading Cosmetics, and COVID-19 prevention products
- Drove revenue to \$11,000 USD with e-commerce listed products we created and branded
- Airart: an example product currently for sale: <https://shorturl.at/jluOY>

Founder, Product Strategy, Branding, Sales, and Marketing

Hana World TV Shopping

📅 01/2015 - 2023 📍 Phnom Penh, Cambodia

- Oversaw product innovation, branding, manufacturing, and TV and E-commerce marketing and sales for 200 products, with two products exceeding \$250,000 in revenue.
- Designed, sourced, marketed, and sold electronics products including but not limited to Air fryer, Electric Kettle, Gas Stove, Charging fan, and Folding Caddy. Created Brand X-Fit such as Exercise Equipment & Accessories.
- Created popular Electronics Home Goods brand called "UNO"
- Marketing Video for UNO products: <https://t.ly/NPflP>
- YouTube Channel with Marketing Videos: <https://t.ly/yJ181>

Director Product Strategy, Branding, Sales, and Marketing

Angelus D (Wine Brand)

📅 01/2010 - 01/2011 📍 Osaka

- Launched Reves Brand, a Premium Red Blend Wine
- Brands: Derbes, Farmer's Leap, Phoenix, Reves
- Developed a strong command of wine and promoted various brands with marketing events.

Director of Operations, Fund Raising, and Marketing

CodeN

📅 2005 - 2009 📍 Boac, Philippines

- Finance Strategy and Planning, Project Management
- Secured sponsors: Dunhill, EBLIN, Burton, Absolute Vodka, Dong Shu (동서식품), and raised 13,734.28 USD in 2024 dollar.
- Security Operations, Advanced Party Operations Planning

K-Pop Singer, Musical Actress, & Performance Director

Self-Employed

📅 01/2001 - 01/2020 📍 Seoul, Shanghai, HK, Singapore, Paris, etc.

- KUMYOUNG Co. Ltd: K-Pop Group Singer with first album called Maxxiboom.
- YouTube & Television: <https://shorturl.at/kAP56M>
iTunes: <https://shorturl.at/ginr7>

Nike

Fashion Model

📅 01/2001 - 01/2008 📍 Seoul, South Korea

- Model (CF Magazine), Model (Korea), Food TV-CFs, Bulls One Shot TV-CF

TV Show Assistant

Munhwa Broadcasting Corporation

📅 1998 - 2001 📍 Seoul, South Korea

- Show Program Assistant

SUMMARY

Crafting brands, innovating products, and enhancing consumer experiences are the cornerstones of my professional ethos.

My journey is a diverse tapestry of experiences, weaving through the realms of K-pop artistry, fashion modeling, pioneering in home goods innovation, to founding a sales company that stands at the intersection of creativity and commerce.

STRENGTHS



Product Innovation

Identify unmet consumer product needs and design, manufacture, brand, and drive revenue with new innovative products



Product Promotion

Drive sales and brand visibility through successful marketing, product sourcing, and managing logistics operations.



Brand Recognition

Expert in building brand recognition and successful promotional strategies for various industries.



Management & Leadership

Proven leadership and management skills in team building and execution.

LANGUAGES

Korean

Native



English

Proficient



Spanish

Advanced



EDUCATION

Undergraduate

Quincy College (incomplete)

📅 2010 - 2012