

Charles Bloomberg

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EXPERIENCE

International Sales Representative

AirBnB

June 2014 – Present, Seoul, South Korea

- Instituted international sales and marketing campaign which resulted in a 30% growth in revenue, exceeding sales quotas for five years.
- Initiated engineering change for OEM customer program which reduced material and labor costs leading to a 10% increase in profitability.
- Developed and managed major customer cost savings program and implemented project management techniques and directed a cross-functional team of Engineering and Sales. Program generated over \$5 million in savings benefiting both customer and corporate bottom line.
- Successfully petitioned Saudi Arabian Chamber of Commerce to ban trademark infringements throughout the Middle East saving \$1 million in potentially lost revenue.
- Acted as corporate commercial liaison for Brazilian joint venture and maintained local content requirements and coordinated new product development utilizing technology transfer.

International Marketing Intern

WeWork

, June 2013 – October 2013, Seoul, South Korea

- Supervised the promotion, pricing and product line plans for 12 countries; oversaw the day-to-day activities of Business Analysts and Jr. Marketing Managers and partnered with international markets.
- Created and drove integrated marketing plans, consolidating across regions to create efficiencies in resource allocation and improve company profitability; reduced SKU count 10% annually while increasing sales.
- Reviewed and created marketing plans for 10 countries based on key operating indicators. Increased international sales by 13% annually.
- Reviewed product pricing by market to ensure that strategies support growth and margin objectives and presented pricing to President-International and VP of Finance for final approval.

Sales Intern Lead

Johnson & Johnson

December 2011 – March 2012, Seoul, South Korea

- Acted as a coach and mentors to interns, providing career coaching, and assisting with projects and presentations.
- Ensured interns were trained and developed to make calls using effective presentation and negotiation skills in order to meet sales goals.
- Completed position specific training plan, and engaged in continuous development utilizing a developmental plan.

Marketing & Sales Intern

Google

May 2010 – September 2010, Seoul, South Korea

- Worked closely with key account managers in the consumer goods department to successfully acquire L'Oréal, Natura, and P&G as clients.
- Developed email marketing campaigns with A/B testing, comparing different tactical approaches, which resulted in increased open rates and reply rates by 6%.
- Collaborated with the graphics design team to create advertising and marketing white papers for the company.
- Researched companies that could greatly benefit from Google's platform and then pitched how Google could benefit them.
- Generated lead lists for account managers, within the academic and consumer goods departments, with Excel using auto fill formulas, filters, slicers, and software like Zoom Info and LinkedIn Sales Navigator.

INVOLVEMENT

University Marketing Club

Ewha Women's University • Vice President of Marketing • September 2013 – June 2014

- Developed sales and marketing strategy, cultivated and built business relationships with industry leaders and devised pricing strategies.

EDUCATION

Bachelors of Arts in Marketing

Ewha Women's University • Seoul, South Korea • 2014 • 3.54

ONLINE COURSEWORK

Introduction to Marketing

University of Pennsylvania – Online | Coursera

SKILLS

Technical Skills: Google Analytics, Google Adwords, SEO, STATA, Tableau, Python, WordPress, HTML/CSS

Soft Skills: Business Development, Marketing Strategy, Partnership Development