

Son Kim

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Summary of Qualifications

- Franchise Development
- Revenue and Profit Growth
- Marketing
- Project Management
- Proposals
- Market Strategies
- Contract Negotiations
- Lead Generation

Professional Experience

Director of Franchise Development

2016 - Present

Beeline Bikes

- Draft proposals and territory maps for Retail Partner Program
- Project Management; onboarding of franchisee, pre-opening and opening of the franchise
- Develop and negotiate contracts
- Tracked competitor activities and analyzed strategies
- Maintain database of candidates and financial information
- Forecast and manage franchise lead flow

Consultant

2016 - 2016

Pinnacle

- Manage franchisee prospect and awarding process
- Develop new sales and marketing materials, processes and tools to increase sales team effectiveness
- Create web portal content for franchisors
- Produce media kits for sales and marketing presentations
- Determine appropriate franchise and co-branding partners

Director of Franchise Development

2013 - 2015

BrightStar Care

- Prepared franchise development budgets
- Managed individual franchise sales pipeline from the initial inquiry to awarding of franchise
- Successfully lead and coordinate discovery days and follow-up meetings
- Developed pipeline of qualified leads in markets via marketing, outbound efforts and follow-up on all inbound leads
- Enhanced lead flow through brokers, networking, attending trade shows, etc.

Franchise Development & Marketing

2010 – 2013

Welcomemat Services

- Determined business partnership requirements
- Provided ongoing training with franchisees
- Managed broker networks/vendors
- Maintained sales quotas while increasing overall revenues
- Designed and created marketing materials for franchise recruitment

Travel Manager

2008 – 2010

University of Miami

- Managed all e-marketing initiatives and programs
- Cultivated and maintained relationships with companies at local events and attractions
- Negotiated and managed contracts with various travel businesses
- Supervised activities for the Annual Travel Fair with 45 vendors and over 1,000 attendees
- Raised funds for United Way Silent Auction
- Developed departmental reports, recommended enhancements to policies & procedures

Marketing/Sales Manager

2005 – 2008

Ocala/Marion County Visitors and Convention Bureau (Marion County Board of County Commissioners)

- Developed a Sports Marketing Program to bring sports teams into Marion County
- Analyzed visitor data and research to develop target market profiles and marketing initiatives
- Maintained knowledge of members' properties and services through on-site visits
- Established supplier relationships and assisted with contracts for future supplier negotiations
- Coordinated workshops, seminars, trade shows

Education

- University of South Florida, Bachelor of Science in Business Administration - Marketing Major
- Destination Marketing Association International - Sales I and Sales II Academy