

Edward Kwak

5 Denver Irvine, CA 92604 | 949 354 3431 | Edward.Kwak@Gmail.com | www.edwardkwak.com

Core Competencies

Leadership | Integrity | Market Strategy | Social Media | Online Marketing Tactics and Strategy

Marketing Metrics | Metrics Analysis | Project Management | Sales

Education & Activities

Concordia University Irvine – Irvine, CA

Bachelor of Arts in Business Administration, Marketing Emphasis – Class of 2010

Students In Free Enterprise (SIFE) – 2009 – 2010 President and Project Leader

Concordia University Kendo Club – 2008 to 2010 President

Battalion Men's Discipleship Group – 2009 – 2010 Group Leader

Experience

Carson Laboratories, Inc.

2010 – Current

Makers of SPRAYWHITE® Tooth Whitening Systems and WOW® Powder Oral Rinse, an innovative oral hygiene company.

Marketing Executive

- Social Media
 - Increase social media exposure through peer reviews, website presence, and word of mouth.
 - Facebook/Twitter
 - Created and implemented Facebook/Twitter strategies to increase brand awareness and loyalty. Including but not limited to: contests, hygiene tips, and social interaction.
 - YouTube
 - Planned, created, and implemented video content for YouTube. Including but not limited to: interviews/testimonials, "How-To's", and peer product reviews.
 - Blog
 - R&D
 - Began development of concept and content. Drafted and published blog entries relevant to company and product line.
 - Peer Reviews
 - Maintained and initiated contact with other bloggers asking for reviews.
 - Resulted in positive reviews with ROI in terms of increased website traffic, increased exposure of social media outlets, and increase in sales.
- Website
 - Redesigned the layout of WOWORALCARE.com in order to create a more simplified yet informative homepage where first impressions are most important.
 - Utilized Google Analytics to measure and track online traffic to website, social media channels, etc.
- Sales
 - Graphical work, collateral production, sales incentive program, and in person assistance at events.
- Graphic Design
 - Created collateral pieces for sales and marketing purposes.
- Customer Service
 - Handled customer service issues, order taking, and upselling.

Experience (cont.)

Concordia University Irvine – Web Team

2009 - 2010

Southern California's leading Lutheran liberal arts university.

Student Worker/Web Team Associate

- Worked with Concordia's E-Communications department in developing a vision for the new Concordia University Irvine website
- Worked with head Webmaster in design of graphics and layout.
- Worked with many department heads in order to gain and understanding of their vision for each department and school.
- Web support through the CUI Web Team Help Desk.

Navien America, Inc.

2007 – 2009

A leading manufacturer of high efficiency hydronic products such as, tankless water heaters & combination boiler systems.

Customer Service & Technician

- Handled customer service issues including: general questions, consultations, product certification, and government rebate programs.
- Handled technical issues including: handling of error codes from product, on site diagnosis and repair, product computer upgrading
- Began training technical support staff for the use of the CRM program sent from Korean headquarters.

Proficiencies

MS Word | MS PowerPoint | MS Visio | Adobe Photoshop | Magento Client | Sony Vegas
Facebook | Twitter | YouTube | Google+ | TweetDeck

Hobbies and Passions

Ukulele | Photography/Videography | Golf | Martial Arts | Food | Motorsports | Blogging