

Name: Minsun(Myriam), KIM

Nationality: Korean

Address: Unit 2, 93-103 Pacific Highway, Hornsby, NSW 2077

ACADEMIC BACKGROUND

- Achieved Ph.D diploma in Hotel & Tourism Management
Graduated from Department of Hotel & Culinary Management, Sejong University in Seoul, South Korea
- Achieved MA degree in Tourism in Hanyang University, Seoul, South Korea
- Achieved BTS in Tourism in Paris School of Tourism & Communication, France
- Achieved BA in English Literature in Sejong University in Seoul, South Korea

PROFESSIONAL EXPERIENCE

2012. 07 ~ 2019. 08 Hilton Seoul Hotel(Hilton Group)
Assistant Director of Event Sales Team

- Pre-Opening process for hotel
- Deep communication with Hilton worldwide for set-up hotel
- Analyze the market & customer in depth
- Planning for periodical sales strategy
- Coaching & mentoring for team members in timely manner
- Recruit eligible outside vendors & co-promotion on sales
 - Set up business strategy & tactics
- Customer Service for In-house & Outside guest
- Planning & set-up the manual according to branch
- Design Sales Material (Sales Kit)
 - Develop brand concepts & Identity
 - Design & conduct Conrad wedding shows
 - Conduct Celebrity weddings, parties
 - Set-up product on event related infrastructure
 - Set-up CRM tool for Conrad party customers

2000. 05 ~ 2011. 01 Inter-Continental Hotel(IHG Group) in Seoul
Team Director of Event Sales & Marketing Team

- Analyze & Maintain Market Segment of Wedding & Private party customer

- Coaching & leading followers to maximize Banquet & Event Sales revenue
- CRM for In-house & Outside guest
- In charge of private parties for group of GS, LG, Samsung, Daelim,

2011.02 ~ 2012.06 Christian Dior Couture in Seoul
Boutique Brand Manager

- In-house guest contacting on floor sales
- Promotion for new product(guest parties & events)

1999. 10 ~ 2000. 04 Korean National Tourism Office in Paris
MarComm Assistant

- Promotion for Korean Culture and Economy
- Public Relations
- Planning and developing new products and commodity
- Telemarketing to French Travel Agency for Korean culture

1998. 06~ 1999. 06 Le Meridien Hotel(Marriott Group), Paris\
F&B Assistance

- Customer Service in Jazz Bar buffet & all dining restaurantt
- Guest contacting
- Handling guest complaints
- Managing a counter
- Managing junior associates

1991. 3 ~ 1997. 07 Grand Hyatt, Seoul
Sales Marketing Team (Reservations & Sales Agent), Front Office (Front desk clerk)

- Front office operation
- Handling local & worldwide hotel room reservation
- Sales agent of Telemarketing for Room Division
- Handling guest complaints
- House tours
- Customer Service

SKILLS

Language

- Mother Tongue, Korean
- Written and spoken English, fluently
- Written and spoken French, fluently
- Spoken Japanese

IT

-MS

-Googing

-Amadeus, Holidex, Fidelio, Delphi(Tourism Section)

I certify that the above statements are true and complete to the best of my knowledge.

Min Sun(Myriam), KIM
Dec. 17, 2021