

# *Curriculum Vitae - Summary*

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## **CHARLES K. PARK, Broker**

CBRE License #: 01828076

### **WORK EXPERIENCES**

**2008 – Present**                      **Real Estate Broker, Smart Realty & Investment Services, Smart-123.com**

Independent real estate full service real estate brokerage primarily active in Orange County, CA. Complete responsibility for planning, legal compliance, marketing, and operations. Develop marketing and advertising programs and materials. Initiate and complete real estate transactions-from client acquisition and price negotiations to successful close of escrows. Property management and investor services. Closed tens of millions of dollars in transactions.

**2003 – 2008**                      **Mail & Shipping Stores, DASS Express**

Retail mail and shipping store in Garden Grove, CA. Second Cerritos, CA store operated between 2005-2007. Services included: Copy, fax, notary, eBay, mail box, DMV, packing and crating, freight, etc. Full responsibility for planning, marketing, payroll, income tax, and operation.

**2000 – 2003**                      **Sr. Marketing Research Analyst, Epson America, Inc., Epson.com**

Manufacturer of printing and photographic equipment. Research and develop custom market research questionnaires. Conduct surveys and statistically analyze data. Supervise survey and focus group projects. Write executive reports. Communicate with internal stakeholders. Manage market research vendors. Report to corporate Manager of Marketing Research.

**1998 – 2000**                      **Marketing Research Analyst, Princes Cruises, Princess.com**

International cruise line later bought out by Carnival. Design surveys. Statistically analyze data. Write executive reports. Communicate with internal stakeholders. Manage outside vendors. Report to the Vice President of Yield Management. Competitive segmentation analyses - isolate strengths and weaknesses of own company versus the competition on various product and image attributes as perceived by passengers. Manage and complete ongoing customer satisfaction and tracking research.

**1997 – 1997**                      **Marketing Research Analyst, Grunar+Jahr, New York, NY**

Publisher of various consumer magazines like Family Circle, Parenting, and others - later bought out by Meredith. Design surveys, analyze data, write executive reports and forecast sales patterns. Program Excel using macros and Visual Basic to automate data importing, analysis and reporting. Develop questionnaires and contract surveys. Isolate multi-channel sales patterns and use the findings to forecast channel sales.

**1995 – 1997**                      **Graduate Research Assistant, University of Connecticut**

Assist professors with data collection and data analysis. Graduate student teaching assistant for Introduction to Business. Collect and store secondary data. Program EXCEL and SPSS macros to record and statistically analyze data.

**1993 – 1994**                      **Research Assistant, Yonsei University, Seoul, Korea**

Assist professor with writing a World Bank research report. Summarized statistical results for the report: “Korea Study: A National Innovation System for Technological Effectiveness in the Late Development Context.”

**Other Work Experiences**

**Project Analyst** (Jun.-Aug. 1992)            UNICO BUSINESS SERVICES INT’L, Seoul, Korea  
**Research Assistant** (Jun.-Aug. 1993)        IRPS, UNIVERSITY OF CALIFORNIA, La Jolla, CA  
**English Instructor** (1989, 1992-1994)      VARIOUS ORGANIZATIONS, Seoul, Korea

**EDUCATION**

**Masters Degree**                      UNIVERSITY OF CALIFORNIA, La Jolla, CA

International Relations. Industrial Policy. Public Policy Making. Political science. Economics. Core MBA curriculum including qualitative analysis, accounting, and marketing. **Degree:** Master of Pacific and International Affairs. Sep. 1992-Jun.1995. GPA 3.5.

**Bachelors Degree**                      UNIVERSITY OF CALIFORNIA, Berkeley, CA

Political Economy. Technology Strategy and Business and Public Policy. **Degree:** Bachelors in the Political Economy of Industrial Societies. Sep. 1987-May 1991. GPA 3.4.

**TECHNICAL SKILLS**

**Computers**    Intermediate MS Office skills: MS Word, Excel, Access, and PowerPoint. Intermediate Macros/Visual Basic programming of Excel and Access. Database development, maintenance and analysis.

**Statistical**    Experienced with relational database systems (Paradox/Access), statistical programs (SAS, SPSS Base 10 and SPSS AnswerTree), and the Internet.

**Internet**        Create, develop and maintain blog and informational websites based on templates like Wordpress and Joomla. Create, develop and maintain Facebook Pages and Groups. Experienced with using Google Analytics to track and analyze website traffic.