


Ιρινα Μ. Γολδστειν, MBA

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SVP/DIRECTOR OF MARKETING

A detail-oriented, results-driven executive celebrated for visionary leadership, business development, and innovative marketing initiatives across industries. Consistently surpassing benchmarks in high-pressure environments while managing complex multi-platform projects. Through her visionary management style Irina has led and coordinate teams half a world apart. Performance-based and analytics-driven, Irina's aggressive strategic planning, problem solving skills, and agile approach consistently yield results on time and under budget.

Leading innovative initiatives in business, sales, and marketing over 15+ years, I have consistently driven results in highly competitive markets. By balancing long-term strategic and short-term tactical business plans, I have established an exceptional track record of consistent and steady growth.

KEY SKILLS

- Innovation/Agility
- Strategic Planning & Oversight
- Global Operations Management
- Social Media Management, PR, Influencer Relations
- Dynamic Public Speaker/Leader
- New Market Entry & Expansion
- Business Development
- Contract Management
- Government Relations
- Logistics & Manufacturing
- Partnership Development
- P&L Management
- System/Process/Performance Development & Improvement

PROFESSIONAL EXPERIENCE

FOUNDING PRESIDENT, MOD+FURS (MODFURS.COM), PHILADELPHIA, PA/BEIJING, CHINA 2017-PRESENT

Founder and President of the world's only modular fur coat, vest, and parka company – innovative patent and trademark pending outerwear. Created to fight textile waste by creating multi-seasonal/multi-purpose outerwear using eco-friendly techniques. We donate a portion of proceeds to the World Wildlife Fund.

- Develop a full product line, manufacturing process, business model, marketing, branding.
- Develop manufacturing channels, raw material sourcing-RFI/RFP, distribution & sales funnel.
- Establish strategic alliances in Asia, Europe, & the US.
- Lead Philadelphia and Beijing teams simultaneously both virtually and in person.
- Created the concept, branding, marketing, PR, and development for our e-commerce site.

FOUNDING PRESIDENT, GOLD BULL MANAGEMENT, PHILADELPHIA, PA 2016-PRESENT

This financial and insurance firm targets businesses, business owners, and individual investors seeking stability during uncertain times.

- Ensure constant growth and led development through networking/marketing initiatives.
- Lead, manage, and motivate a remote team.
- Offer seminars and lunch-and-learns for commercial and institutional clients /prospects.
- Develop strategic business solutions and dynamic multi-channel marketing campaigns.
- Create a member-only booklet and newsletter to increase client engagement and referrals.
- Build relationships through the community, pro-bono engagements, and charities, teaching financial literacy, business development in underserved communities.

FINANCIAL ADVISOR, AIG, MARLTON, NJ 2014-2016

Responsible for business development, territory identification and growth, lead generation, and customer service as well as continuing to inspire client loyalty. I cultivated major new accounts, initiated cost-effective procedures, and expanded customer services to maximize our competitive edge.

- Exceeded sales goals and premium objectives through informational, education-based sales approach and a focus on customer satisfaction, building positive relationships/
- Top 10% of all AIG agents worldwide
- Won 4 of the company's highest awards within 2 years.
- Closed the largest union contract in AIG history.
- Designed a direct mail marketing campaign targeted at key stakeholders and executives in the business market and community resulting in a 75% reply rate.
- Presented group life insurance plans to such companies as Comcast and American Standard.

FOUNDING PRESIDENT, TARPAN GLOBAL TRADE & CONSULTING GROUP, PHILADELPHIA, PA 2013-2015

Full-service trading company offering EMC, ETC, import-export merchant, and consultancy services targeted to small- to medium-sized enterprises seeking increased sales and profits by employing world markets more effectively. Manufacturers and connections extended to Asia, Africa, the Middle East, and Eastern Europe.

- Responsible for all aspects of this company's launch and business development.
- Signed two contracts totaling \$30M+ exporting goods from the US and China to Europe.

**MARKETING COMMUNICATIONS SPECIALIST, PROJECT MANAGEMENT INSTITUTE,
NEWTOWN SQUARE, PA 2013-2013**

Created, implements, and managed integral marketing programs across North America, Latin America, Europe, Middle East, Africa, and the Asia Pacific for the world's largest project management association.

- Prepared monthly activity reports and budget summaries.
- Recommended future activities based on in-depth analysis of monthly reports and reviews.
- Tracked analyzed, reported, and maintained a database of all marketing campaigns.
- Acted as marketing/branding subject expert for internal and cross-functional project teams.

MARKETING MANAGER, HEARTLAND PAYMENT SYSTEMS, PRINCETON, NJ 2011-2012

The 5th largest payment processing processor in the US, 9th in the world, \$11M+ transactions/day, \$80B/year.

- Executing copy and design of national marketing campaigns.
- Implemented integrated marketing plans, reassessing and revising strategies, repositioning, and creating new branding identities for multi-million-dollar corporations.
- Planned, executed, and managed cross-functional internal teams and vendors in creating trade show designs, giveaways, pre- and post-market campaigns, reducing costs by 15%.
- Performed responsibilities of creative director – brand strategy and messaging.

ADDITION EMPLOYMENT

Marketing Consultant , Bristol-Meyers Squibb, Princeton, NJ	2009-2010
Creative Services Coordinator , Catalina Health Resource, Blue Bell, PA	2007-2009
Marketing Manager , Home Care Hospice, Inc, Philadelphia, PA	2004-2007
Senior Marketing and Operations Manager , Irina Residential & Commercial Construction, Philadelphia, PA	2001-2004

EDUCATION. BOARD MEMBERSHIPS. AND COMMUNITY INVOLVEMENT

Master of Business (MBA), Saint Joseph's University, Erivan K. Haub School of Business (GPA 3.62)

Bachelor of Arts (BA) in Communications, (concentration in Advertising; Minor in Art Direction), Temple University

Board of Directors, New World Association – Dedicated to providing access to professional education and social services to disadvantaged citizens of Philadelphia, particularly immigrants and refugees.

Disaster Relief Member, American Red Cross

Student Mentor, studentmentor.org