

Kevin Fang

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EDUCATION

Bachelor of Science in Business Administration

- Additional Major in Computer Science, Concentration in Entrepreneurship
- Carnegie Mellon University - Tepper School of Business
- Class of 2024 | GPA: 3.77 | Honors: Dean's List (2020, 2021)
- Relevant Coursework: Principles of Imperative Computation, Introduction to Accounting, Advanced First-Year Writing

EXPERIENCE

Product Management Intern

TruePlan.io

May 2021 – Present | San Francisco, CA

- IT startup developing B2B SaaS software for recruiting and headcount management
- Worked directly under exec board on operations/logistics assistance, blog articles, metrics analytics, and product design
- Developed sales funnel on website and designed company blog content and marketing materials
- Created customer success pathway integrating Intercom API with interactive user assistance menu in-app
- Incorporated a variety of product management & tracking tools into workflow including Fullstory and Mixpanel

Editor-In-Chief

The Triple Helix CMU

October 2020 – Present | Pittsburgh, PA

- School journal focusing on the intersection of science, technology, and public policy
- Published articles include investigative journalism on Amazon and interviews regarding US/Iran foreign policy
- Writer and contributor to the technology column of the semesterly "Science in Society Review" journal
- Head of interviews and podcasts conducted with school faculty & manage the design of blog and media presence
- Website: triplehelixcmu.org

Sales & Operations Intern

ANicoleTay Marketing LLC

January 2021 – May 2021 | Pittsburgh, PA

- Boutique marketing firm specializing in social media engagement & website design
- Responsible for targeting and closing sales, following up on orders, and ensuring timely delivery of products
- Worked on a variety of projects including brand awareness plans, sales forecasting, SEO optimization, customer retention
- Direct contributions include product line redevelopment, website overhaul, and launch of an email sales campaign

PROJECTS

Project Helping Hands

Fiscal Education Nonprofit

May 2018 – May 2020 | San Ramon, CA

- Student-led organization that promoted financial education through workshops and hackathons
- Worked with corporate and advocacy groups to host guest speakers and exhibition booths
- Recognized by local and state government officials for "Outstanding Community Contribution"
- Awarded the National Edward D. Miller Award and First Place at the National American Enterprise Competition

Voluntutors

E-Learning Nonprofit

June 2020 – October 2020 | Ann Arbor, MI

- Volunteer organization dedicated to match college-level academic tutors one on one with K-12 students
- Assisted in website design (UI/UX), implementation of lean startup structure, data-driven market analysis
- Directly contributed to the development of student/tutor portal, registration, and information funnel
- Primary focus was working in low-income and underserved communities hit hardest by the COVID-19 pandemic
- Website: voluntutors.us

SKILLS

Product Management: FullStory, Rippling, HubSpot, Linear, Intercom, FreshDesk

Design: Photoshop, InDesign, Spark, Figma, Webflow, LaTeX, Logic Pro X, Premiere Pro

Programming: Front-End Web Dev (HTML, CSS, JavaScript, React, Node), C, C++, Python

Languages: English, Chinese (Mandarin), Bilingual

Other Interests: Water Polo, Acoustic Guitar, Blogging, Graphic Design, Choral Music