## Gaeul Ahn

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| **EDUCATION** | | |
| **Korea University Seoul Campus** (GPA 4.03/4.5)   * Major: Business Administration / Minor: Software Venture (Computer Science) | | 2018.03~2022.08 |
| **WORK EXPERIENCE** | | |
| **Bain&Company**  *Associate Consultant Trainee* | | 2022.01~2022.04 |
| * Participated in a meeting with associate partner to illustrate the different skill sets for cloud environment and suggested that entry barrier is not high for major SI because cloud skills can be acquired through training * Analyzed client industry before starting project to contribute to the team more and proactively utilized various methods such as cold call to accurately research complex value chain of SRF (Solid Refuse Fuel) business | | |
| **Doosan Inhouse Consulting New Biz Team**  *Research Analyst Intern* | | 2021.08~2021.09 |
| * Researched actual metaverse use cases in Korea with full ownership, allowed to report to the CEO directly that existing metaverse platforms are not suitable marketing channel for drone, robot, and logistics industry * Cold-called to construction site managers to proactively address difficulties in quantifying survey market and supplemented the government report with actual cases, finally reflected in the TCO analysis of drone biz | | |
| **Doodlin (Recruiting software)**  *IR&Strategy Manager, Contract Position* | | 2021.10~2021.12 |
| * Has started HR SaaS startup since ‘21.01 and failed to recruit competent developers, so joined Doodlin that had provided interview preparation service as 7th member to develop new service - recruiting SaaS solution * Was fully responsible for writing IR Deck and successfully closed ₩40B funding from Altos Ventures with recruiting solution item in a month and implemented growth strategy through partnership with job portals | | |
| **Hakdokman (Buy Now Pay Later solution)**  *IR&New Biz Manager* | | 2018.07~2019.12 |
| * Led NBD project, proposing CEO to form NBD TF team due to low growth rate of original BM that provides ‘Buy Now Pay Later’ solution for high school student tutoring service, to solve educational inequality problem * Achieved 300% revenue growth with new business in 6 months by launching BNPL service for developer boot camp, which became a turning point for pivoting the main BM and finally raised ₩1B pre-A funding | | |
| **EXTRACURRICULAR ACTIVITIES** | | |
| **FES: Future Entrepreneurs’ Society**  *Strategy Consulting and Entrepreneurship Club, Team Leader* | | 2020.03~2020.12 |
| * Changed club’s tradition of fixing leader at the beginning of semester into rotation system despite strong initial opposition to provide leadership experience, improving satisfaction and intimacy between members | | |
| **Business School Student Committee**  *Chairman of festival committee, Leader of culture team* | | 2018.03~2019.12 |
| * Achieved outstanding results through unprecedented attempts such as eliminating intermediate vendors to reduce festival costs by 30%, adopting 4-cut cartoon format wall poster to deliver contents more effectively | | |
| **AWARDS** | |  |
| **1st Prize** | **BCG X Career Step Case Competition**, Team Leader | 2021.12 |
| * Led discussion, wrote answer-first, and packaged entire storyline to present banking vision to BCG partners * Proposed new megatrend outside the client’s megatrend framework by analyzing root cause of phenomenon | | |
| **2nd Prize** | **Campus-town Startup Competition**, Co-Founder | 2019.12 |
| * Planned and developed frontend system of nutritional supplements curation platform with DTC genetic data | | |
| **1st Prize** | **Korea Fintech Week Competition 2019**, Analyst | 2019.05 |
| * Designed new student loan (Income Share Agreement) to solve education inequality problem in job market | | |
| **4th Prize** | **Capstone Engineering Idea Competition**, Developer | 2020.09 |
| * Developed automation machine to separate disposable plastic cup to solve low recycling rate problem | | |
| **OTHER INFORMATION** | |  |
| Language  Interest | TOEIC 970  Blog Influencer, Rock Festival90 | |