

MICHAEL KWON

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EXPERIENCE

Citia

Senior Client Partner

New York, NY

May '16 - Current

- Guide General Electric teams implementing Citia's SaaS-platform built in HTML5 / CSS / Javascript
- Advise GE Global Marketing on Content, Social, and Digital Analytics Strategy across regional & business lines
- Product Management including Roadmap/Release planning, Feature/Bug tracking, and daily stand-up oversight
- Business Case & Financial Model development supporting New Business and Series A investor pitches
- Grew GE account 40% YoY, including new 2016 contracts with Corporate Communications and Energy Connections

IBM

Management Consultant

New York, NY

Jun '14 - Nov '15

- Established the Project & Financial Management processes for all phases (Requirements, Design, Build, Test, Implementation) of a \$400M software & hardware implementation at PPL Electric Utilities
- Led market research engagement identifying 50 high-growth hospital & pharmacy networks targets for Pfizer sales
- Constructed strategy for Pfizer's GEP sales division to adopt a Global Account Management org structure
- Built case for social analytics platform evaluating Mercedes Benz USA's end-to-end customer experience – 2015 pilot was approved by IBM leadership with a \$1M budget
- Led development of proposal to leverage Watson A.I. to improve NBC Universal's TV SSP inventory pricing strategy
- Recipient of 2014 *IBM Manager's Choice Award* for "Contributions to the Strategy & Analytics practice"

AIG

Marketing Manager

New York, NY

Jun '10 - Dec '13

- Executed successful pilot of DTC & E-commerce platform generating over \$10MM in 2013 revenue
- Managed bank-affinity marketing campaigns with Sales, Creative & Digital agencies, and 3rd party data processors
- Successfully advocated budget increases for product landing page development, email marketing, and SEO & SEM
- Implemented new performance reporting process to streamline and improve data analytics capabilities
- Constructed vendor process flows and conducted onsite audits to ensure alignment with state DOI regulations

MRM Worldwide

Senior Account Executive

New York, NY

Mar '08 - May '10

- Managed Verizon FiOS TV & direct mail account with production vendors, partner agencies and internal analytics

Unit 7

Account Executive

New York, NY

Jun '05 - Feb '08

- Account & Client management responsibilities for Pfizer Inc.'s and Mobile ESPN's Direct Marketing campaigns
- Recipient of agency's 2006 *People's Choice Leadership Award*

EDUCATION

General Assembly

Android Development Immersive

New York, NY

Dec '15 - Apr '16

- Android Development using Java, XML, Linux, SQL, 3rd Party API's, Open Source libraries and Automated Testing
- UX Design using Google Material Design, User Research & Personas, Wireframes, and Prototyping
- [KwonPlayer](#) - Customizable Music Player published on the Google Play Store

New York University, Leonard N. Stern School of Business

MBA, Digital Marketing

New York, NY

Sept '11 - May '14

- Graduate with Distinction (Top 10%)
- Beta Gamma Sigma Honor Society
- Stern Scholar Academic Distinction

University of Rochester

BA, Economics

Rochester, NY

Aug '01 - May '05

- Dean's List
- Citation of Special Achievement in Finance
- Division III Varsity Football letter-winner (2001-2005)

SKILLS

Java | XML | HTML5 | CSS3 | Javascript | Android Studio | IntelliJ | Git | SQL | JSON | Google Analytics | Hootsuite
Linux | MS Office | Lotus Notes | Requirements Gathering | Financial Modeling | Business Case Development