MICHAEL KWON

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EXPERIENCE

Citia   **New York, NY**
Senior Client Partner   *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   **New York, NY**
Management Consultant   *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   **New York, NY**
Marketing Manager   *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   **New York, NY**
Senior Account Executive   *Mar'08 - May'10*
- Managed Verizon FiOS TV & direct mail account with production vendors, partner agencies and internal analytics

Unit 7   **New York, NY**
Account Executive   *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   **New York, NY**
Android Development Immersive   *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   **New York, NY**
MBA, Digital Marketing   *Sept'11 - May'14*
- Graduate with Distinction (Top 10%)
- Beta Gamma Sigma Honor Society
- Stern Scholar Academic Distinction

University of Rochester   **Rochester, NY**
BA, Economics   *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