Kevin Fang

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EXPERIENCE

Product Management Intern
TruePlan.io   **May 2021 – August 2021| San Francisco, CA**
• IT startup developing B2B SaaS software for recruiting and headcount management
• Worked directly under exec board on operations/logistics assistance, bug triage, website revamp, and product design
• Developed sales funnel on company website and designed blog content and digital presence
• Managed Linear board, identified and prioritized issues, sourced hires for the company, and onboarded staff
• Incorporated a variety of product management & tracking tools into workflow including Fullstory, HubSpot, and Intercom

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

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

EDUCATION

Carnegie Mellon University | Intended B.S. in Business Administration and Computer Science
• Expected Graduation: May 2024
• GPA: 3.77 | Honors: Dean's List (2020, 2021)
• Relevant Coursework: Principles of Imperative Computation, Introduction to Accounting, Functional Programming, Methods of Statistics and Data Science

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, Apollo, Linear, Intercom, FreshDesk

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

Programming: Web Dev (Vue.JS, Webflow, Netlify, Django), C, R, Python, StandardML

Languages: English, Chinese (Mandarin): Bilingual

Other Interests: Water Polo, Acoustic Guitar, Blogging, Digital Art, Choral Music