

# Kevin Fang

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## EDUCATION

### Carnegie Mellon University

June 2020 – May 2024 | Pittsburgh, PA

B.S. in Business Administration - Intend Additional Major in Computer Science

- GPA: 3.69 | Dean's List (2020, 2021)
- Relevant Coursework: Imperative Computation, Accounting, Functional Programming, Statistics and Data Science, Entrepreneurship

## EXPERIENCE

### Product Management Intern

TruePlan / trueplan.io

May 2021 – August 2021 | San Francisco, CA

IT startup developing B2B SaaS software for recruiting and headcount management

- Spearheaded operations/logistics assistance, bug triage, website revamp, and product design under executive team directions
- Developed sales funnel on the 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 / anicoletay.com

January 2021 – May 2021 | Pittsburgh, PA

Boutique marketing firm specializing in social media engagement & website design

- Navigated and closed sales, followed up on orders, and ensured timely delivery of products
- Responsible for a variety of programs including brand awareness plans, sales forecasting, SEO optimization, customer retention
- Planned and executed product line redevelopment, website overhaul, and launch of an email sales campaign
- Formulated business strategies and created marketing materials for over a dozen clients

### Editor-In-Chief

The Triple Helix CMU / triplehelixcmu.org

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
- Mobilized the team of student writers, designers, and editors, and supervised internal development
- Aligned the journal design process with the implementation of an editing and writing accountability system

## PROJECTS

### Project Helping Hands

Fiscal Education Nonprofit

May 2018 – May 2020 | San Ramon, CA

Student-led financial education organization featuring workshops and hackathons

- Negotiated with corporate and advocacy groups to secure guest speakers and exhibition booths
- Organized dozens of weekly hands-on educational sessions and several financial hackathon competitions
- 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 matching college-level academic tutors with K-12 students

- Assisted in website design (UI/UX), implementation of lean startup structure, data-driven market analysis
- Contributed to the development of student/tutor portal, registration, and information funnel
- Refocused club goal of working in low-income and underserved communities hit hardest by the COVID-19 pandemic
- Resolved leadership conflicts and planned tutor recruitment and school outreach logistics

## SKILLS & INTERESTS

**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, Django), C, R, Python, Standard ML

**Languages:** English, Chinese (Mandarin): Bilingual

**Hobbies:** Water Polo, Acoustic Guitar, Blogging, Digital Art, Choral Music