Kevin Fang

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EDUCATION

Carnegie Mellon University **August 2020 – May 2024 | Pittsburgh, PA**
B.S. in Business Administration - Intend Double Major in Computer Science
• GPA: 3.70 | Dean's List (2020, 2021)
• Relevant Coursework: Imperative Computation, Functional Programming, Accounting, Statistics and Data Science, Entrepreneurship

EXPERIENCE

Stayflexi – Product Management Intern **September 2021 – Present | San Francisco, CA**
YC-backed startup building hospitality management platform automating hotel and vacation rentals
• Reported directly to CEO, providing high-level business strategy & operations advice and product feedback
• Streamlined client onboarding process by assisting in transforming a form-based process to a modernized interactive roadmap
• Researched and prototyped customer and client matching algorithm for novel hospitality booking application
• Integrated pre-existing design elements (typography, UI elements, color palette) into a consolidated style guide

TruePlan – Product Management Intern **May 2021 – August 2021 | San Francisco, CA**
Series A 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
• Contributed to design of application UI/UX, re-developed company website to optimize sales pipeline, and composed blog articles
• 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

ANicoleTay Marketing LLC – Sales & Operations Intern **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 was responsible for communication between clients, coworkers, and superiors
• 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, launched promotional campaigns, and created marketing materials for over a dozen clients

PROJECTS

Tartan Student Fund – Investment Analyst **February 2021 – July 2021| Pittsburgh, PA**
Student-managed long-equity investment fund with approximately $70k under management
• Responsible for producing valuations, pitches, and fundamental analyses of companies in the Consumer Discretionary department
• Implemented scheduling and documentation system within eight-person team using WhenToMeet and automatic Zoom call transcription
• Created and presented pitch decks in the CD space to the entire firm for chosen companies such as Etsy, Nike, Tesla, and others
• Generated weekly reviews and regular updates of portfolio items to maintain the fund's overall impressive above-market-returns

Activities Board – Finance Chair **November 2020 – Present | Pittsburgh, PA**
Carnegie Mellon's student programming branch responsible for allocating over $800k yearly for concerts, speakers, and events
• Created automated ticketing system for purchasing requests with FreshDesk and Airtable integration, saving dozens of hours of work
• Documented and organized band and artist contracts, invoices, and hospitality with the collaboration of the campus finance department
• Assessed and managed spending during the volatile post-pandemic season; authored and proposed new budget addendums
• Tracked receipts, invoices, and individual spending to ensure perfect legal compliance and full utilization of allocated financial resources

SKILLS & INTERESTS

Business: FullStory, Rippling, HubSpot, Apollo, Linear, Intercom, FreshDesk, Airtable
Design: Photoshop, Canva, InDesign, Spark, Figma, LaTeX, Logic Pro X, Premiere Pro
Programming: Front-End (Vue.js), C, R, Python, StandardML, No-Code (Webflow, Bubble)
Languages: English, Chinese (Mandarin): Bilingual
Hobbies: Water Polo, EMS, Acoustic Guitar, Ballroom Dancing, Digital Art, Choral Music