

# Kevin Fang

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## EDUCATION

### Carnegie Mellon University

June 2020 – May 2024 | Pittsburgh, PA

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

• GPA: 3.69 | Dean's List (2020, 2021)

• Relevant Coursework: Imperative Computation, Functional Programming, Accounting, Statistics and Data Science, Entrepreneurship

## EXPERIENCE

### Product Management Intern

Stayflexi / [business.stayflexi.com](https://business.stayflexi.com)

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
- Conducted market & competitor research, developing a deep understanding of SaaS platforms in the hospitality industry
- Integrated pre-existing design elements (typography, UI elements, color palette) into a consolidated style guide
- Streamlined client onboarding process by assisting in transforming a form-based process to a modernized interactive roadmap

### Product Management Intern

TruePlan / [trueplan.io](https://trueplan.io)

May 2021 – August 2021 | San Francisco, CA

Seed-stage 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

### Sales & Operations Intern

ANicoleTay Marketing LLC / [anicoletay.com](https://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, launched promotional campaigns, and created marketing materials for over a dozen clients

## PROJECTS

### The Triple Helix

Editor-In-Chief

October 2020 – Present | Pittsburgh, PA

School journal and blog covering the intersection of science, technology, and public policy

- Published articles include investigative journalism on Amazon and interviews regarding US/Iran foreign policy
- Wrote and composed 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 editing and writing accountability systems

### Project Helping Hands

Founder & President

May 2018 – May 2020 | San Ramon, CA

Student-led fiscal education and advocacy organization revolving around 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

## SKILLS & INTERESTS

**Industries:** Venture Capital, Public Policy, B2B SaaS, Marketing, Management Consulting

**Product Management:** 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, Acoustic Guitar, Blogging, Ballroom Dancing, Digital Art, Choral Music