

CLIFF H. AHN

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EXECUTIVE SUMMARY

I'm a business strategist with a passion for turning untapped engagement into tangible results, connecting companies to communities and stakeholders they otherwise wouldn't be able to reach. I identify and cultivate relationships, moving people from brand-aware to brand-advocate, while advising company executives on how to best leverage these community assets to drive growth and respond to feedback.

EDUCATION

University of California, Berkeley

*Bachelor of Arts in Interdisciplinary Studies Field
(Psychology, Sociology, Media Studies)*

December 2020

Berkeley, CA

- Thesis: Partisan News Realities (Dec 2020)

Seoul National University

March 2010-June 2016

Seoul, Korea

- Completed 6 years towards Medical Program

EXPERIENCE

she256.org

February 2018 - Present

Head of Logistics

Berkeley, CA

- Managed a \$15,000 budget to put on the first Women in Blockchain Conference with 300 attendees in 6 weeks
- Worked cross-functionally with 12 vendors and managed deadlines of 3 teams, final cost under \$6,000
- Managed logistics for recolor.io conference, 130 attendees, \$6,000 budget, including volunteer recruitment and management, AV, and related orders in 6 weeks

Thunder Token, Inc.

July 2018 - August 2018

Community Lead

Sunnyvale, CA

- Worked cross-functionally with engineering and product teams to produce content for meetups and social media platforms
- Coordinated first community event with 30 in attendance, managed a team of 3 community managers, set up and maintained a community Discord with permissions and bot integrations for community
- Created and maintained a list of key conferences and events for stakeholders for the following year
- Created and budgeted an event plan for the upcoming quarter, responsible for Twitter, Telegram, and Discord

Blockchain at Berkeley

January 2017 - July 2018

Head of External Affairs, Former Head of Marketing, Former Business Consultant Lead

Berkeley, CA

- Secured [media mentions](#); built Proof of Concepts and provided consulting services to Fortune 500 companies, also lead recruiting and interviewing initiatives
- Responsible for the external affairs department including marketing, business development, and partnership teams
- Managed marketing team of 4, responsible for the weekly newsletter, Twitter, website, and event marketing
- Coordinated 3 business consultants and built a technical POC for an agricultural blockchain project over a semester, worked with a team of 3 engineers, and coordinated all meetings and deadlines

Bloomberg Philanthropies

September 2016 - April 2017

Project Consultant

San Francisco, CA

- Conducted preliminary research on four large metropolitan school districts to discover alternative, user-friendly school discovery interfaces
- Sourced and surveyed a parent focus group comprised of 200 individuals in order to obtain information on parent and student needs that would guide the design of an effective website interface
- Collaborated with 9 Bloomberg employees to design an online customer feedback platform and interactive school locator tool for SFUSD's website

SKILLS & INTERESTS

Languages: English (Fluent), Korean (Fluent), Spanish (Conversational)

Technical Skills: Microsoft Office, Adobe Photoshop, Jira, Youtrack, Periscope, Google Analytics, Media Cloud, Twitter, Facebook, Slack, Discord, Mailchimp, Hootsuite, Instagram, Snapchat, TikTok