

# CLIFF H. AHN

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## EXECUTIVE SUMMARY

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I'm a business strategist with a passion for turning untapped engagement into tangible results, connecting companies to communities 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

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### 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

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### 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](https://www.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

- 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
- Worked cross-functionally with engineering and product teams to produce content for meetups and social media platforms

### 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
- 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

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**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