

KEANU WANG LEIBOWITZ

leibowitzkeanu@gmail.com | <https://www.linkedin.com/in/keanu-leibowitz-8b3544144/>

EXPERIENCE

SparkLabs Taipei (Global Accelerator)

Head of Research - Taipei, July 2-August 18, 2018

- Managed \$10,000 and 8 team members and CEO from Redpeak branding agency and set guidelines for SparkLabs Taipei's branding project.
- Proposed social media/marketing strategy to managing partner which was implemented. Ran Facebook ad campaign that had a 62% conversion rate.
- Met with government agencies and acquired \$1million USD worth of subsidies, investment funds, and investors like Kai Huang, the co-founder of *Guitar Hero*.
- Designed website outline and revised English and Chinese portions.
- Ghost wrote Medium article promoting the launch of the startup.
- Attended *Asia Blockchain Summit* and networked with 3000 people. Discovered partnership opportunities with \$100M hedge fund manager. Recruited 18 startups to apply to the accelerator.

GeoOrbital Inc. (manufacturer of electric bike wheels)

Summer Intern, Marketing and Sales Department - Boston, July 17-28, 2017

- Helped redesign the Ambassador program whereby employees could contact potential customers for potential product trials. Proposed new approach to senior management that entailed displayable zip codes instead of exact addresses to protect customer privacy.
- Represented the company at a bike fair and pitched the wheel to 50+ customers.
- Analyzed the impact of previous newsletters and designed a new newsletter in Mailchimp targeting senior citizens which reached 30,000 readers.
- Evaluated the market potential for sales of the wheel to police departments; developed survey questions to collect information from police officers.
- Analyzed potential CRM platforms in order to streamline processing of sales leads and user data. Presented recommendations to senior management, which were accepted enthusiastically.
- Negotiated with a customer who wanted to return the wheel due to an accident.

Mobee (consumer-driven mystery shopper app providing market information to retailers)

Summer Intern, Marketing and Sales Department - Boston, July 3-14, 2017

- Validated and processed 2000 audits from our users so that our clients can employ them to gain insights into their in-store performance, such as their products and/or employees
- Explored how to organize, track, and create leads, accounts, teams, and opportunities in Salesforce

SKILLS

- Salesforce, Mailchimp, Adobe Photoshop, Adobe Premiere Pro, Microsoft Office programs
- Languages: English (fluent), Mandarin & Spanish (professionally proficient)

EXTRACURRICULAR ACTIVITIES

- 2014-2018: President of Soccer Without Borders TAS. Generated \$5000 through fundraisers and helped organize successful biannual 3v3 soccer tournament. Implemented soccer programs at 3 schools.
- 2015-2018: Varsity soccer team member for 3 years. Earned "most improved player" distinction in Junior year. Bronze medalist. Key leader.

EDUCATION

Babson College

8/2018 - 5/2022

Taipei American School

8/2014 - 5/2018