Grant Ho

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EDUCATION

UNIVERSITY OF MICHIGAN   **Ann Arbor, MI**
Bachelor of Science: Computer Science; Minor: Entrepreneurship   **Anticipated May 2023**
- Cumulative GPA: 3.881/4.0
- Awards: James B. Angell Scholar, University Honors
- Coursework: Data Structures, Data-Oriented Programming, Discrete Math, Programming Concepts, Information Studies, Statistics & Data Analysis
- Activities: Pi Sigma Epsilon (VP of Finance), Collegiate Soccer Society (VP of Engineering & Design), Michigan Sports Analytics, MProduct, Beta Theta Pi, Special Olympics, Planet Blue Ambassador

EXPERIENCE

LADDER   **Remote**
Product Manager   **Sept. 2020 - Present**
- Strategized for platform growth by planning and executing on core marketing objectives growing community to over 12,000+ members and 70,000+ newsletter subscribers
- Developed user survey to identify partnerships with relevant campus communities to maximize overall market reach and user engagement
- Executed data-driven insights in collaboration with team maximizing platform engagement and utilization, increasing user growth by 20%

WARMLY,   **San Francisco, CA**
Chief of Staff   **Jun. 2020 - Aug. 2020**
- Spearheaded growth initiatives during YC (S20) developing user surveys, conducting customer interviews, and researching target companies to develop an ideal customer profile
- Implemented design improvements on user dashboard with HTML, CSS, JSON, and React.js increasing user satisfaction by 70% and click-through rate by 45%.
- Executed go-to-market plan increasing inbound customers via Google, Facebook, and LinkedIn ads yielding 15+ paying customers and 4.5k monthly recurring revenue

UNIVERSITY OF COLORADO, SCHOOL OF MEDICINE   **Denver, CO**
Student Research Assistant   **Jun. 2017 - Nov. 2019**
- Published research to American Heart Association titled *Continuity Matters: Uninterrupted Ablation is More Effective Than "Off and On" Ablation* discovered uninterrupted RFA ablation resulted in ~31% larger lesions
- Selected to present poster at American Heart Association Conference in Chicago (November 11, 2018) based on scientific merit, technical quality, organization, and practicality to medical field
- Analyzed 50+ articles to integrate evidence-based approaches into routine clinical care to improve medication adherence and blood pressure control in patients doi: 10.1007/s11906-018-0830-x

PROJECTS

DETECTING FAKE NEWS WITH MACHINE LEARNING
- Implemented naive machine learning model to decypher fake versus true news gathered; Scraped from various news outlets and APIs
- Tools: Pandas, BeautifulSoup, Plotly, scikit-learn, Python, Bash, SQL, Git, Selenium, Twitter API, New York Times API, News API

WEB DEVELOPMENT PORTFOLIO
- Created and designed responsive websites for various organizations on campus to increase student engagement
- Tools: HTML, CSS, Javascript, Bootstrap, API, Git

SKILLS

- C++, HTML/CSS, Python, JavaScript, R, SQL, JSON, CSV/XML, Git, APIs, Microsoft Excel, Content Marketing, User Research, Mandarin Chinese