

Jeffrey Kang

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SUMMARY

I am a Quantitative Behavioral Researcher with 6 years of experience leveraging data to analyze human behavior and solve real-world problems. During my PhD, I specialized in data-driven decision-making, experimental research, predictive modeling, and translating behavioral patterns into actionable insights through advanced statistical analysis and machine learning techniques.

EXPERIENCE

Cornell University | Quantitative Behavioral Researcher 2018 – 2024

- Applied behavioral science to optimize online user interfaces and brand image strategies, revealing that partitioning product displays increases attention and boosts accessory purchases when shown on a separate screen.
- Analyzed 100,000+ user transaction data to identify purchasing behaviors and payment-method patterns, providing insights to an online grocery delivery company to support their customer engagement and business strategies.
- Conducted quantitative analyses in R, including linear and logistic regression, principal component analysis, factor analysis, and statistical modeling.
- Presented research findings to professional and academic audiences at multiple conferences.
- Designed and conducted A/B tests and experiments, analyzing data from over 1000+ quantitative studies with over 20,000+ participants.

Cornell University | Course Instructor 2020 – 2024

- Taught marketing principles and consumer behavior research to ~60 students per semester, delivering lectures and leading case discussions for both in-person and Zoom formats (4.7/5 rating).
- Provided one-on-one mentorship for students' capstone projects outside of the course.
- Designed the course curriculum, syllabus, instructional materials, and exams to promote collaborative learning and engagement.

EDUCATION

Cornell University | Doctor of Philosophy (PhD) in Management (Marketing)

- Dissertation: *Essays on Consumer Activism and Attention* – Investigated how consumer values and beliefs shape responses to brand activism and examined the factors that influence consumer attention allocation. These projects offer insights for managers and marketers aiming to strengthen consumer-brand relationships and understand attentional processes.

New York University | Bachelor of Arts in Economics and Psychology

- Cum laude
- Minor in French

SKILLS

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| • R | • SQL |
| • Python | • Chinese (professional) |
| • MATLAB | • French (conversational) |