

Jeffrey Kang

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SUMMARY

Quantitative Behavioral Scientist with 6 years of experience leveraging large-scale datasets to analyze human behavior and build statistical models that inform decision-making. During my PhD, I specialized in predictive modeling, machine learning, and experimental design with a passion for solving problems at the intersection of data and business strategy. I thrive in interdisciplinary environments where technical skills and business acumen are needed to create impactful solutions.

EXPERIENCE

Cornell University | Quantitative Behavioral Scientist 2018 – 2024

- Analyzed large-scale datasets (100,000+) for a grocery start-up, identifying purchasing behaviors and payment-method patterns, driving business strategy and customer engagement insights.
- Built statistical models and developed predictive analyses in R and Python, leveraging techniques like logistic regression, PCA, and factor analysis to uncover key behavioral drivers.
- Optimized online product displays, discovering that partitioning product webpages increases attention and boosts accessory purchases (e.g. insurance and trip protection plans).
- Designed and conducted 1000+ A/B tests and experiments 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 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

- Technical Skills: R, Python, SQL, MATLAB, Statistical & Predictive Modeling, A/B Testing, Machine Learning, Experimental Design
- Languages: Chinese (professional), French (conversational)