# Kah Yee Chiang

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## EXPERIENCE

### Rockerbox, New York — *Product Growth Associate*

October 2018 - Present

### Maker Media, San Francisco — *Product Management Intern*

May 2018 - August 2018

- Conducted a complete revamp of digital learning product through UXR, user stories, and data analytics, which is projected to generate **$30,000** in revenue within the first year of launch
- Communicated product vision to CEO and stakeholders, conducted market and competitive landscape analyses, suggested product roadmap priorities
- Analyzed data to provide recommendations to increase NPS score, using multivariate regressions, decision trees, and pivot tables in R

### Cox Communications — *Business Strategy Consultant*

October 2017 - April 2018

- Reported to the VP of Strategic Planning & Analysis to lead the investigation of a new product line through data-driven recommendations
- Created three product mockups and conducted prototype testing with users

### AMI Publication — *Community Management Intern*

May 2017 - August 2018

- Spearheaded SEO strategy that increased total reading minutes by **159%**
- Developed **~500+** Facebook posts for 16 publications

### Minerva Project, San Francisco — *Asia Outreach/Social Media Growth Intern*

January 2016 - August 2016

- Served as social media project manager to collaboratively plan and spearhead media coverage for two admitted student weekends with over **150** students
- Generated **~500** prospective leads from outreach efforts
- Organized a 5 person panel event with 120 KOL attendees in higher education

### GymCentral, Kuala Lumpur — *Head of PR & Co-founder*

May 2015 - August 2015

- Cultivated **~50** business relationships with local gyms to establish Malaysia's first and only platform for gyms

### Star Media Group, Kuala Lumpur — *Newsroom Intern*

January 2012 - January 2015

- Wrote 15 articles for the national newspaper with a daily readership of **~250,000**

## PROJECTS

### Jumpcut — *Growth Hacking*

Executed and evaluated the impacts of two growth hacking strategies that resulted in a 25% increase in referral traffic

### SAP — *Support Local Social Entrepreneurs*

Identified gaps in resources of social entrepreneurs and their ventures, pitched solutions and tested MVPs with 20 users

## EDUCATION

### Minerva Schools at KGI
*Bsc Business,* San Francisco

2015 - 2019

**Concentrations:** Scalable Growth, Brand Management, Managing Operational Complexity

**Minor:** Economics and Society

**GPA:** 3.75/4.00

### Sri KDU
*High School Diploma,* Malaysia

2010 - 2014

Top 2.5% in national examinations

Nominee for Student of the Year

## SKILLS

Data analysis (R, Python), front-end development (HTML/CSS), UXR, Photoshop, Final Cut Pro, Invision, Figma, Google Analytics, Excel