

# Kah Yee Chiang

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## EXPERIENCE

### **Rockerbox** — *Product Growth Associate*

October 2018 - Present

- Formulate and execute growth marketing strategies for attribution product

### **Maker Media** — *Product Management Intern*

May 2018 - August 2018

- Conducted a complete revamp of digital learning product through UXR, user stories, and data analytics
- 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

### **ServisHero** — *Business Development Intern*

July 2017 - August 2017

- Onboarded ~12 new/inactive service providers while revising the process
- Worked on initiatives to improve customer communication by ~33% by reducing FAQ inquiries.

### **AMI Publication** — *Community Management Intern*

May 2017 - June 2017

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

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

January 2016 - August 2016

- Served as social media project manager to collaboratively plan and execute media coverage for two admitted student weekends with over **150** students
- Organized a 5 person panel event with 120 KOL attendees in higher education

### **GymCentral** — *Head of PR & Co-founder*

May 2015 - August 2015

- Cultivated ~**50** business relationships with local gyms

## 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:** Growth, Branding, Operations

**GPA:** 3.78/4.00

### **Sri KDU**

*High School Diploma, Malaysia*

2010 - 2014

Top 2.5% in national examinations

Student of the Year Nominee

## SKILLS

Data analysis (R, Python), content strategy/development, Photoshop, Final Cut Pro, Excel