

# Kah Yee Chiang

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## EXPERIENCE

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

October 2018 - Present

- Execute growth strategies for attribution product sales
- Own and optimize paid search campaigns on Google AdWords

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

May 2018 - August 2018

- Revamped digital learning product through UXR, user stories, and data analytics
- Conducted target market and competitive landscape analysis and suggested new product vision and roadmap priorities to CEO and internal stakeholders
- 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
- Generated 500+ prospective leads over four months of outreach efforts

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

May 2015 - August 2015

- Cultivated ~50 business relationships with local gyms

## PROJECTS

### **Boba Guys** — *Ethical International Expansion*

Won first place at a pitch contest with an international expansion strategy to become a global cafe through local investors and product localization

### **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

## SKILLS

Content strategy, copywriting  
Photoshop, Final Cut Pro, Excel  
New product development  
Data analysis (R, Python)