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
- Introduced an updated digital learning product informed by UXR, user stories
- Conducted target market and competitive landscape analysis and suggested new product vision and roadmap priorities to CEO and internal stakeholders
- Analyzed NPS score data to provide recommendations, using multivariate regressions, decision trees, and pivot tables in R

Cox Communications — *Product Development 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 UX interviews

AMI Publication — *Content Marketing Intern*
May 2017 - June 2017
- Optimized SEO strategy that increased total reading minutes by 159%
- Developed ~500+ Facebook posts across 16 publications

Minerva Project — *Asia Outreach/Social Media Growth Intern*
January 2016 - August 2016
- Managed 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

Star Media Group — *Newsroom Intern*
January 2012 - January 2015
- Wrote 15 articles for the national newspaper with a daily readership of ~250,000

EDUCATION

Minerva Schools at KGI
Bsc Business, San Francisco
2015 - 2019

Concentrations: Growth, Branding, Operations

GPA: 3.78/4.00

PROJECTS

Boba Guys
Won first place at pitch contest with international expansion strategy

Jumpcut
Executed and evaluated two growth hacks that resulted in a 25% increase in referral traffic for a Y-Com startup

SAP
Identified gaps, pitched solutions and tested MVPs with 20 users

SKILLS

Product
Design thinking, UX research, prototyping, Agile/Scrum, Figma

Data
R, Python, SQL, Google Analytics

Creative
Content strategy, copywriting, Adobe Photoshop, Final Cut Pro

Languages
Bahasa Melayu, Mandarin, Cantonese