


KATHY DONG

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WORK & LEADERSHIP EXPERIENCE

Oliver Wyman, New York, NY Jan 2016 – Present
Management Consulting Intern

HackDartmouth, Hanover, NH Feb 2015 – Present
Marketing Manager, Designer

- Facilitate all design, branding, and marketing collateral for HackDartmouth Spring 2015, with over 200 participants and 30 professionals. Current design lead for HackDartmouth Fall 2015.
- Raised \$34,000 in sponsorships and partnerships; received 700+ applicants, brought in 200+ students and 30+ professionals from throughout the U.S.

DALI Lab, Hanover, NH Sep 2014 – Present
Designer, Project Manager

- Design parallax scroll website for Dartmouth Hitchcock Medical Center researchers to inform consumers of danger of arsenic; developed wireframes, defined website features, and facilitated overall design to consolidate arsenic medical research and provide digestible information to consumers

Waterfall, San Francisco, CA Jun 2014 – Present
Product Intern, Finance & Marketing Intern

- Produce wireframes and product specifications, develop platform feature expansions (i.e. broadcast page, reports and analytics scheduling) used by 45 clients
- Administer competitive analysis of 8 industry competitors by comparing major platform functionality, feature integrations, and marketing strategies to gauge Waterfall relative positioning and facilitate acquisition planning process
- Conduct key client analysis by looking into financial metrics, platform use, and industry to map trends for top 20 clients
- Create two new marketing LookBooks highlighting mobile campaigns in beverage and digital agency industries; LookBook distributed at eBev2014, a leading beverage industry conference with 100+ professionals

The Dartmouth, Hanover, NH Jan 2014 – Mar 2015
Finance and Strategy Project Leader

- Developed strategies for optimal ad type and placement to maximize monetization of online advertisement via Google AdSense; generated a 70% increase in revenue per thousand impressions
- Conducted cost-benefit analysis of summer printing strategies to craft weekly production timeline to reduce costs by 54%

Dartmouth Consulting Group, Hanover, NH Nov 2013 – Mar 2015
Engagement Manager

- Provide capital campaign strategy to maximize fundraising and capitalize on student network for national mentoring organization; plan included mentor-driven outreach initiative and distinct division of fundraising responsibility
- Analyze market position of local restaurant through surveys of 150 students and increase profitability by segmenting key products and services, identifying potential partnerships, and streamlining dining experience

EDUCATION

Dartmouth College, Hanover, NH 2017

Bachelor of Arts: Major in Computer Science modified w/ Digital Arts, Economics

- GPA:** 3.89 / 4.00
- Activities:** Piazza UI/UX Intern, Women In Business Website Chair, Computer Animation Teacher's Assistant
- Relevant Coursework:** Software Design & Implementation, Computer Graphics, Object-Oriented Programming, Scientific Computing, Computer Animation, Design Thinking

Lynbrook High School, San Jose, CA 2013

- GPA:** 3.96 / 4.00
- Leadership:** President Future Business Leaders of America; Editor Valhalla Yearbook

SKILLS

Illustrator CS6	■	■	■	■	■
Photoshop CS6	■	■	■	■	■
InDesign CS6	■	■	■	■	■
Lightroom 5	■	■	■	■	■
Java	■	■	■	■	■
C	■	■	■	■	■
HTML/CSS	■	■	■	■	■

INTERESTS



PHOTOGRAPHY



UI/UX DESIGN



ARTS & CRAFTS



PRODUCT
DEVELOPMENT



(AMATEUR)
BAKING