

# KELVIN CHANG

59 Aristotle Way • East Windsor, NJ 08512  
kelvinct@umich.edu • (626) 726-5078 • [linkedin.com/in/kelvinct](https://www.linkedin.com/in/kelvinct)

<b>EDUCATION</b>	<b>UNIVERSITY OF MICHIGAN</b> <b>Stephen M. Ross School of Business</b> Bachelor of Business Administration, May 2022 <ul style="list-style-type: none"><li>• Emphases in Strategy and Human Resources</li><li>• GPA 3.8/4.0 (University Honors)</li><li>• Mentorship Participant, Deloitte STAR Human Capital Consulting Program</li><li>• Founding Vice-President of Operations, Alliance Consulting Group</li><li>• Standards/Risk Management/Professional Chair, Phi Gamma Nu (ΦΓΝ) Business Fraternity</li><li>• Recipient, Magnify Esperance Center for Positive Organizations Leaders Scholarship</li><li>• Recipient, Ross Global Initiatives Scholarship for Strategy 320 - Corporate Strategy in India</li></ul> <b>School of Information</b> Bachelor of Science in Information (Information Analysis & UX Design), May 2022 <ul style="list-style-type: none"><li>• GPA 4.0/4.0 (Summa Cum Laude)</li></ul>	<b>Ann Arbor, MI</b>
<b>EXPERIENCE</b> <b>2018-2019</b>	<b>SIMUDYNE</b> <b>FinTech Start-Up Academic Consultant</b> <ul style="list-style-type: none"><li>• Consulted for Simudyne Fintech startup in London offering big data agent-based modeling server software used for financial institute risk analysis and artificial intelligence training</li><li>• Synthesized 100+ articles from 20+ databases and interviewed industry experts to build a profile of 10+ North American banks which Simudyne incorporated into official pitch book</li><li>• Worked on-site in London directly with Simudyne's CEO, COO, and Senior Advisor on marketing strategies that reflect the state of Fintech startups for market simulations, fincrime analytics, and risk management, resulting in projected brand recognition increase by 2x</li></ul>	<b>London, UK</b>
<b>2018</b> <b>Summer</b>	<b>CISCO SYSTEMS, INC.</b> <b>Enterprise Networking Business Unit Analyst Intern</b> <ul style="list-style-type: none"><li>• Created industry hybrid subscription product models catered to Cisco Enterprise Networking Chinese market resulting in projected increase in market share by at least 5%</li><li>• Analyzed Cisco China's main competitors and created a mind-map with 100+ "branches" of product positioning utilized to predict potential threats 3 months before launch date</li><li>• Shadowed and interviewed Senior Product Managers, Senior Business Development Directors, HR Talent Acquisition Directors, top 1% Salesmen, and IT Support Consultants</li></ul>	<b>Shanghai, China</b>
<b>2018</b> <b>Summer</b>	<b>GENERAL MOTORS CORPORATION</b> <b>Magnify Human Resources Consultant</b> <ul style="list-style-type: none"><li>• Redesigned GM's employee performance evaluation (9-box) system and Workday ERP user profile using Positive Organization Scholarship to elevate projected employee engagement and self-reported motivation levels by more than 20%</li><li>• Proposed growth and restructure plans to GM's Vice President of Human Resources, senior executives, and Global compensation team, securing top-level execution approval</li></ul>	<b>Detroit, MI</b>
<b>2017-Present</b>	<b>ASIAN CONSORTIUM FOR ECONOMIC DEVELOPMENT</b> <b>President / Consulting Senior Project Manager</b> <ul style="list-style-type: none"><li>• Revitalized decade-old club by redesigning logo and website, seeking out faculty advisor, and rewriting club structure which resulted in 300% increase in recruitment and retention rate</li><li>• Incorporated new consulting arm into the club that solely works for companies in Asia and sourced project through club alumni network, securing pilot consulting project with Asian wholesaler and Asian film media website while re-engaging alumni base by 150%</li></ul>	<b>Ann Arbor, MI</b>
<b>2018</b>	<b>UNIVERSITY OF MICHIGAN INSTITUTE FOR SOCIAL RESEARCH</b> <b>Sociology Undergraduate Research Opportunity (SURO) Research Assistant</b> <ul style="list-style-type: none"><li>• Coded for "Violence and Gender in Malawi" Insitute of Social Research graduate project</li><li>• Wrote Python scripts to scrape top Facebook pages in Malawi; compiled a list of all posts from more than 50 Facebook pages, resulted in more than 3 million data points</li><li>• Programmed excel formulas to located project keywords from 165,000+ Facebook entries</li></ul>	<b>Ann Arbor, MI</b>
<b>ADDITIONAL</b>	<ul style="list-style-type: none"><li>• Enlisted in the ROC Army Reserve; selected as Company Finance and Welfare Committee Chair</li><li>• Native proficiency in Chinese (Mandarin); Experienced in C++, Python, HTML, CSS, SQL, Django</li><li>• Certified Campus Tour Guide in first-aid/CPR and reciting endless facts while walking backward</li><li>• Film critic with 740+ reviewed films on Letterboxd and expertise in superhero genre</li></ul>	