

# Kevin Ngo

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## PROFESSIONAL EXPERIENCE

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**Samedi GmbH, Berlin**

Mar 2023 – Sep 2023

### Product Management - Intern

- Coordination & moderation of Scrum meetings
- Assisting in the creation of product documentation and concepts
- Defining user personas
- Creating UX Writing Guidelines
- Conducting user tests
- Supporting the organization & implementation of internal workshops
- Assisting with benchmarking as part of the conceptualization process

**BUSINESS INSIDER DE, Berlin**

May 2022 – Nov 2022

### Product Management - Working Student

- Optimized the conversion rate by adjusting the paywall and the offer page
- Conceptualized and created new landing pages and customer touchpoints via WordPress and HTML/CSS
- Designed, executed, and evaluated different A/B- and A/B/C- tests
- Conceptualized and created various email marketing campaigns
- Competitive analysis of national and international competitors

**McMakler GmbH, Berlin**

Jul 2021 – Dez 2021

### Customer Relationship Management (CRM) Intern

- In charge of creating, executing, and evaluating email marketing campaigns to drive lead creation and conversion
- Created and implemented dynamic content blocks for 100% of our German email templates to increase efficiency
- Automated 70% of the email communication for our different business units, thus reducing their workload
- Collaborated with different stakeholders to support the implementation of new products: McM Owners Lounge and McM Widget X to drive the customer experience, lead creation, and overall conversion

**MYTOYS GROUP, Berlin**

Nov 2020 – Mar 2021

### Online Marketing Intern

- Increased CVR by conceptualizing & executing customer acquisition & reactivation measures
- Analyzed the competitive landscape & past marketing measures to support the decision-making process
- Set up a new database for the Brand & Partnership team to improve performance visualization
- Maintained and further developed the DWH and our reports

## EDUCATION

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**Stockholm University, Stockholm**

Aug 2023 - Jun 2025

M.Sc. in Strategic Information Systems Management

**Tamkang University, Taipei**

Aug 2024 - Jan 2025

Exchange at the Information Management Department

**Freie Universität Berlin, Berlin**

Oct 2017 - Jun 2021

B.Sc. in Business Administration (**Specializations** in Marketing & Business Informatics)

**freeCodeCamp, Online**

Feb 2022

Responsive Web Design

## **SKILLS**

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- MS Office
  - GSuite
  - Webtrekk
  - Tableau
  - Salesforce Sales Cloud
  - Salesforce Marketing Cloud
  - Basic HTML & CSS
  - Jira
  - Project coordination
  - SCRUM
  - Stakeholder management
  - Product development
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