Kevin Tan
Product Management & Marketing Specialist

Contact Information:
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Professional Experience:

Product Management Intern | Samedi GmbH, Berlin (Mar 2023 – Sep 2023)
- Coordinated and moderated Scrum meetings.
- Assisted in product documentation and concept creation.
- Defined user personas and created UX writing guidelines.
- Conducted user tests and supported internal workshops.
- Assisted with benchmarking during conceptualization processes.

Product Management Working Student | Business Insider DE, Berlin (May 2022 – Nov 2022)
- Optimized conversion rates by improving paywall and offer pages.
- Developed landing pages and customer touchpoints with WordPress and HTML/CSS.
- Conducted A/B and A/B/C tests and evaluated results.
- Created and executed email marketing campaigns.
- Performed competitive analysis of national and international players.

CRM Intern | McMakler GmbH, Berlin (Jul 2021 – Dec 2021)
- Designed and executed email marketing campaigns to generate leads.
- Implemented dynamic content blocks across German email templates.
- Automated 70% of email communication to improve efficiency.
- Collaborated with stakeholders to launch new products enhancing customer experience.

Online Marketing Intern | MyToys Group, Berlin (Nov 2020 – Mar 2021)
- Increased customer acquisition and reactivation rates through targeted campaigns.
- Conducted competitive analysis and evaluated past marketing measures.
- Built a new database for the Brand & Partnership team to enhance performance tracking.
- Supported reporting and DWH development.

Education:
- MSc Strategic Information Systems Management | Stockholm University, Sweden (2023–2025)
- Exchange, Information Management Department | Tamkang University, Taipei (Aug 2024 – Jan 2025)
- BSc Business Administration (Marketing & Business Informatics) | Freie Universität Berlin, Germany (2017–2021)
- Certificate: Responsive Web Design | freeCodeCamp, Online (2022)

Skills:
- MS Office, GSuite, Webtrekk, Tableau
- Salesforce Sales & Marketing Cloud
- Basic HTML & CSS, Jira
- Project Coordination, SCRUM, Stakeholder Management, Product Development