

MYEONGJIN KANG

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EDUCATION

Feb 2016 – Present	KAIST (Korea Advanced Institute of Science and Technology) ▪ B.S. in Computer Science and Business & Technology Management ▪ Expected to graduate Feb 2022	Daejeon, Korea
Mar 2013 – Feb 2016	Korea Science Academy of KAIST(KSA)	Busan, Korea

WORK EXPERIENCE

Dec 2020 – Jun 2021	HYPERCONNECT <i>Associate Product Manager, Hakuna Live</i> ▪ Developed and implemented 5 growth strategies and increase 1 week retention by 3x ▪ Managed 10+ people scrum unit and increased team efficiency with great communication <i>CPO Support Intern, IT Start-up</i> ▪ Defined core user of Hakuna Live by analyzing 3,000,000+ user behaviors using Amplitude ▪ Proposed strategies to decrease user acquisition cost with benchmarking 30+ social video applications	Seoul, Korea
Dec 2017 – Feb 2018	PlayerUnknown's Battlegrounds (a Krafton Company) <i>Industry-University Cooperation Project, Gaming Start-up</i> ▪ Designed 2018, 2019 e-sports strategy of PUBG with 5 people team ▪ Categorized e-sports market to premier, major, minor sectors and described strategies to give the sense of escape	Daejeon, Korea
Dec 2016 – Feb 2017	Dr. Kitchen <i>Internship, Diabetic Dietary Management Service Start-up</i> ▪ Hypothesized the needs of type 2 diabetes patients' diet and verified it through surveying 50+ people at hospitals and online diabetes cafes ▪ Proposed an application with age segmented group system that offers a sense of community after closely studying patients in online café, SNS, and other diabetes apps	Seoul, Korea

EXTRACURRICULAR ACTIVITIES

Mar 2016 – Aug 2018	Management Study-group in KAIST (MSK) <i>Session Designer, 2017 Fall/2018 Spring Semester</i> ▪ Designed 6 in-depth hypothetical business cases for club members to solve and practice with, each case takes about 2 weeks ▪ Successfully offered and carried out four business proposals for four startup companies under BonAngel's portfolio	Daejeon, Korea
May 2016- Nov 2019	Korea Undergraduate Management Study (KUMS)	Seoul, Korea

HONORS AND AWARDS

May 2017	2nd Prize, MSK Case Competition <i>Team Leader, 2017 Spring Semester</i> ▪ Crafted a market defense strategy for Desire lab, a fashion content platform startup, encouraging them to partner with fashion malls to build economic moat ▪ Proposed an action plan for CGV site to increase revenue by 30% within 3 years.	Daejeon, Korea
Feb 2016 – Present	National Science/Engineering Scholarship	

TECHNICAL SKILLS AND OTHER INFORMATION

Computer	▪ Proficient in Microsoft Office (Word, PowerPoint, Excel)
Interests	▪ Experienced with R, SQL, Python, C, Rust, Java
Languages	▪ Native in Korean, Fluent in English