

## MYEONGJIN KANG

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### EDUCATION

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

### WORK EXPERIENCE

Dec 2020 – Present	<b>HYPERCONNECT</b> <i>CPO Support Intern, IT Start-up</i> ▪ Suggested 5+ strategies to improve user experience of Azar with funnel optimization. ▪ Classified user segmentation of Hakuna Live with analyzing 3,000,000+ user behaviors using Amplitude. ▪ Designed 20+ strategies to increase retention rate with benchmarking 10+ social video applications. ▪ Proposed web visitor mode strategy to decrease user acquisition cost of Hakuna Live.	Seoul, Korea
Dec 2017 – Feb 2018	<b>PlayerUnknown's Battlegrounds (a Krafton Company)</b> <i>Industry-University Cooperation Project, Gaming Start-up</i> ▪ Designed 2018, 2019 e-sports strategy of PUBG with 5 people team. ▪ Classified e-sports market to premier, major, minor and described strategies to give the sense of escape.	Daejeon, Korea
Dec 2016 – Feb 2017	<b>Dr. Kitchen</b> <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. ▪ Benchmarked online cafe, SNS, and other diabetes app and proposed an age segmented group community system that can build a sense of belonging in the app.	Seoul, Korea

### EXTRACURRICULAR ACTIVITIES

Mar 2016 – Aug 2018	<b>Management Study-group in KAIST (MSK)</b> <i>Session Designer, 2017 Fall/2018 Spring Semester</i> ▪ Designed 6 hypothetical business cases for which the club members would have to solve in the span of approximately 2 weeks per case. ▪ Offered and proceeded with four business proposals to consult to four startup companies under BonAngel's portfolio.	Daejeon, Korea
May 2016- Nov 2019	<b>Korea Undergraduate Management Study (KUMS)</b>	Seoul, Korea

### HONORS AND AWARDS

May 2017	<b>2<sup>nd</sup> Prize, MSK Case Competition</b> <i>Team Leader, 2017 Spring Semester</i> ▪ Suggested a partnership with fashion malls as market defense strategy of Desire Lab, which is a fashion contents platform startup. ▪ Proposed an action plan for CGV site to increase revenue by 30% within 3 years.	Daejeon, Korea
Feb 2016 – Present	<b>National Science/Engineering Scholarship</b>	

### 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