MYEONGJIN KANG

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| **Education** | |
| Feb 2016 – Present | **KAIST (Korea Advanced Institute of Science and Technology)** Daejeon, Korea   * B.S. in Computer Science and Business & Technology Management * Expected to graduate Aug 2022 |
| Mar 2013 – Feb 2016 | **Korea Science Academy of KAIST(KSA)** Busan, Korea |
| **Work Experience** | |
| Dec 2020 – Present | **HYPERCONNECT**  Seoul, Korea  *CPO Support Intern, IT Start-up*   * Suggested 5+ strategies to improve user experience of Azar with funnel optimization. * Analyzed user segmentation of Hakuna Live with 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. |
| Dec 2017 – Feb 2018 | **PlayerUnknown’s Battlegrounds (a Krafton Company)** Daejeon, Korea  *Industry-University Cooperation Project, Gaming Start-up*   * 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. |
| Dec 2016 – Feb 2017 | **Dr. Kitchen** Seoul, Korea  *Internship, Diabetic Dietary Management Service Start-up*   * 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. |
| **Extracurricular Activities** | |
| Mar 2016 – Aug 2018 | **Management Study-group in KAIST (MSK)** Daejeon, Korea  *Session Designer, 2017 Fall/2018 Spring Semester*   * 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. |
| May 2016- Nov 2019 | **Korea Undergraduate Management Study (KUMS)** Seoul, Korea |
| **Honors and Awards** | |
| May 2017 | **2nd Prize, MSK Case Competition** Daejeon, Korea  *Team Leader, 2017 Spring Semester*   * 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. |
| Feb 2016 – Present | **National Science/Engineering Scholarship** |
| **Technical Skills and Other Information** | |
| Computer  Interests | * Proficient in Microsoft Office (Word, PowerPoint, Excel) * Experienced with R, SQL, Python, C, Rust, Java |
| Languages | * Native in Korean, Fluent in English |