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 Feb 2022 |
| Mar 2013 – Feb 2016 | **Korea Science Academy of KAIST(KSA)** Busan, Korea |
| **Work Experience** | |
| Dec 2020 – Jun 2021 | **HYPERCONNECT**  Seoul, Korea  *Associate Product Manager, Hakuna Live*   * 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   *CPO Support Intern, IT Start-up*   * 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 |
| 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 * Categorized e-sports market to premier, major, minor sectors 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 * 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 |
| **Extracurricular Activities** | |
| Mar 2016 – Aug 2018 | **Management Study-group in KAIST (MSK)** Daejeon, Korea  *Session Designer, 2017 Fall/2018 Spring Semester*   * 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 |
| 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*   * 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. |
| 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 |