

YUJIN KIM

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EDUCATION	UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Bachelor of Business Administration, May 2026 <ul style="list-style-type: none">• GPA 3.83/4.00; Concentration in Strategy and Technology & Operations; University Honors• Economics & Statistics Tutor at Michigan Athletics, Member of Michigan Real Estate Club• Participant: BCG Launch (Winter 2024), Goldman Sachs Virtual Insight Series (Summer 2023) College of Literature, Science, and the Arts Bachelor of Science, May 2026 <ul style="list-style-type: none">• Major in Computer Science, Economics• Courses: Advanced Data Analytics, Data Structures, Discrete Mathematics, Web Development• Member of Michigan Collegiate Investment Club, Michigan Journal of Economics	Ann Arbor, MI
EXPERIENCE	UNDERGRADUATE CONSULTING AT ROSS (UCAR) Chief Financial Officer <ul style="list-style-type: none">• Represented UCAR during school-wide club fairs as key speaker, articulating DEI initiatives, professional development, and unique funding opportunities, resulting in successful recruitment cycle with quadrupled number of applications to 80+ interested students• Spearheaded planning for Chicago Trek by attending funding seminars, networking sessions, and reaching out to 5 student organizations to secure full funding of 2-day trip costs for 30+ participating members, covering expenses such as hotel, food, and transportation fees• Lead financial planning and budgeting process for 43 active members, taking role as key communicator with financial institutions as authorized signer for club bank account, effectively budgeting for education sessions, alumni panels, and social events	Ann Arbor, MI
2022-Present	BUSINESS+TECH INNOVATION JAM - FINALIST Product Manager <ul style="list-style-type: none">• Devised AI-powered customizable storytelling service that provides engaging platform for children to develop essential skills, targeting households with children aged 3-10, addressing adverse effects of excessive electronic device use on student behavior post-pandemic• Selected as finalists after presenting alongside MBA candidates, delivering product benefits through compelling demo with high-fidelity model, successfully addressing security concerns by implementing edge computing to securely transfer data from local devices to cloud• Conducted customer analysis through interviews with target customers and competitor research; formulated comprehensive user acquisition and marketing strategy leading to development of differential pricing model: \$1 for one-time use and \$15 for subscription fee	Ann Arbor, MI
2023-Present	BUSINESS BOOTCAMP AT THE UNIVERSITY OF MICHIGAN VP Membership & DEI Representative <ul style="list-style-type: none">• Created engaging business workshop curriculum tailored to comprehension levels of 54 young students, fostering more inclusive and accessible learning experience while incorporating concepts of DEI by setting up DEI coffee chats and publishing diversity video on website• Publicized club by creating website and social media accounts, articulating club initiatives in club fairs, and strategically organizing education sessions, professional panel, and social events to enhance the club's visibility, leading to a growth in membership from 5 to 30+ in one year• Established connections with 10+ elementary school event coordinators by pitching curriculum ideas tailored to their needs to boost project visibility, doubling partnerships	Ann Arbor, MI
2022-Present	MICHIGAN VENTURE CLUB Technology Consultant <ul style="list-style-type: none">• Conducted industry research and competitor analysis to develop structured Student Ambassador Program guideline for genAI-based healthcare online consulting startup business, attracting 55+ potential student ambassadors across various university campuses• Implemented technological solutions using HTML/CSS to resolve accessibility and responsive design issues, resulting in 50% increase in user growth and 85% positive feedback rate	Ann Arbor, MI
ADDITIONAL	<ul style="list-style-type: none">• Commercial Real Estate Intern at Project Destined in partnership with Related Companies and Olympia Development of Michigan, for Spring 2024• Intermediate Proficiency in C++, Python, HTML/CSS, R, Microsoft Office Suite• Lived in New Zealand for five years; fluent in Korean; limited proficiency in Maori language• Interests include: flute, taekwondo(black belt), swimming, Maltipoos, musicals, travelling	