

CLIFF H. AHN

Email: cliffahn@berkeley.edu

Cell: (510) 990-2213

EXECUTIVE SUMMARY

I'm a business strategist with a passion for turning untapped engagement into tangible results, connecting companies to communities and stakeholders they otherwise wouldn't be able to reach. I identify and cultivate relationships, moving people from brand-aware to brand-advocate, while advising company executives on how to best leverage these community assets to drive growth and respond to feedback.

EDUCATION

University of California, Berkeley

*Bachelor of Arts in Interdisciplinary Studies Field
(Psychology, Sociology, Media Studies)*

December 2020

Berkeley, CA

- [Thesis: Partisan News Realities](#) (Dec 2020)
Submitted to Berkeley Undergraduate Journal

March 2010-June 2016

Seoul, Korea

Seoul National University

- Completed 6 years towards Medical Program

EXPERIENCE

she256.org

Head of Logistics

February 2018 - Present

Berkeley, CA

- Managed a \$15,000 budget to put on the first Women in Blockchain Conference with 300 attendees in 6 weeks
- Worked cross-functionally with 12 vendors and managed deadlines of 3 teams, final cost under \$6,000
- Managed logistics for [recolor.io](#) conference, 130 attendees, \$6,000 budget, including volunteer recruitment and management, AV, and related orders in 6 weeks

Thunder Token, Inc.

Community Lead

July 2018 - August 2018

Sunnyvale, CA

- Worked cross-functionally with engineering and product teams to produce content for meetups and social media platforms
- Coordinated first community event with 30 in attendance, managed a team of 3 community managers, set up and maintained a community Discord with permissions and bot integrations for community
- Created and maintained a list of key conferences and events for stakeholders for the following year
- Created and budgeted an event plan for the upcoming quarter, responsible for Twitter, Telegram, and Discord

Blockchain at Berkeley

Head of External Affairs, Former Head of Marketing, Former Business Consultant Lead

January 2017 - July 2018

Berkeley, CA

- Secured [media mentions](#); built Proof of Concepts and provided consulting services to Fortune 500 companies, also lead recruiting and interviewing initiatives
- Responsible for the external affairs department including marketing, business development, and partnership teams
- Managed marketing team of 4, responsible for the weekly newsletter, Twitter, website, and event marketing
- Coordinated 3 business consultants and built a technical POC for an agricultural blockchain project over a semester, worked with a team of 3 engineers, and coordinated all meetings and deadlines

Bloomberg Philanthropies

Project Consultant

September 2016 - April 2017

San Francisco, CA

- Conducted preliminary research on four large metropolitan school districts to discover alternative, user-friendly school discovery interfaces
- Sourced and surveyed a parent focus group comprised of 200 individuals in order to obtain information on parent and student needs that would guide the design of an effective website interface
- Collaborated with 9 Bloomberg employees to design an online customer feedback platform and interactive school locator tool for SFUSD's website

SKILLS & INTERESTS

Languages: English (Fluent), Korean (Fluent), Spanish (Conversational)

Technical Skills: Microsoft Office, Adobe Photoshop, Jira, Youtrack, Periscope, Google Analytics, Media Cloud, Twitter, Facebook, Slack, Discord, Mailchimp, Hootsuite, Instagram, Snapchat, TikTok, Hubspot