Daniel Kang

San Ramon, CA | (925) 678-0687 | kangd4u@gmail.com | linkedin.com/in/danielkanggg | https://dkang120.github.io/daniel-website/

EDUCATION

The Master's University - Bachelor of Arts, Business Marketing ***Expected Spring 2027***
GPA: 3.6/4.0 | Honors*:* Honors Academic Scholarship (2023–Present); Dean's List (Sophomore, Junior)
Relevant Coursework: Consumer Behavior, Market Research, Sales & Customer Service, Marketing Fundamentals
Certifications*:* HubSpot Inbound Marketing, HubSpot Social Media Marketing

PROFESSIONAL EXPERIENCE

Co-Founder & Director of Marketing **Newhall, CA**
TMU Business Network *Mar 2026 – present*

- Co-founded the university's **official networking society**, growing membership to **650+ (54% of the 1,200-student body)** in 3 months by pairing students with professionals through coffee chats, Zoom meetings, and 1:1 matching
- Matched 10+ students with professionals from **Big Four firms including Deloitte, EY, and KPMG**, building a direct student-to-industry pipeline
- Led growth as the primary outreach lead, staffing campus-fair booths, hosting coffee chats, sending weekly event bulletins, and posting online invites
- Generated 1,300+ LinkedIn engagements promoting events and member opportunities across the society's channels

Social Media Manager **Santa Clarita, CA**
JC in Me *Sep 2025 – May 2026*

- Drove a **3.5% interaction rate** (650+ interactions on 18,500+ views) in the first 30 days through a multi-format content strategy including Reels, growing the account to 675+ followers and generating product inquiries through DMs
- Built an **AI-assisted content workflow** across Claude, ChatGPT, Canva, and Gamma, scaling output without added headcount

Lead Service Specialist (Sales) **Dublin, CA**
Fitness 19 *Sep 2026 – present*

- Converted **60%** of facility tours into memberships (industry average ~38%) by running needs-based tours built around each prospect's goals, schedule, and past gym experience
- Sold 15 memberships per month against an 8-member monthly target, averaging 188% of goal

Student Recruitment Associate **Newhall, CA**
The Master's University *Jan 2026 - May 2026*

- Called **1,000+** prospective students across California, Arizona and Texas as part of the recruitment team, expanding the university's funnel across three states
- Applied the 7 P's marketing framework to position programs against each prospect's goals and guide them through admissions

VOLUNTEERING & PROJECTS

Founder & President - Youth Back to Christ (YBTJ) **San Ramon, CA | 2023**

- Founded and lead a mentorship and personal-growth community of 20+ members with weekly gatherings

Fundraising Pitch Lead, Still Water Ministries **Newhall, CA | 2025**

- Pitched a $20,000 funding request to a board of philanthropists to rebuild storm-damaged homes and dormitories for a Texas youth nonprofit

Overseas Service & Mission Trips **Japan, India, Türkiye, Kyrgyzstan, Israel | 2016, 2022, 2023, 2025, 2026**

- Completed five international service trips supporting community and church-building projects

SKILLS & INTERESTS

Software: Figma, Adobe Creative Suite, Hubspot, Klaviyo, Canva, Midjourney, Gamma, Framer, Claude, Excel, Meta Ads
Skills: Social Media Management, UI/UX Design, High Ticket Sales, Content Strategy | **Languages:** English (fluent), Korean (fluent)
NASM Certified Personal Trainer (CPT)