

# Kevin Cong

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## EDUCATION

### University of California Los Angeles

Los Angeles, CA

*Bachelor of Arts in Economics*

- **Academics & Activities:** GPA : 3.94/4.0, Deans List Honors, BCG Case Competition Judge, DSP Class President
- **Angel Investor:** Lucy.co, Clay

## PROFESSIONAL EXPERIENCE

### Blue Modern Advisory LLC (GTM Consulting firm)

New York, NY

*Founding Partner*

*December 2020 – Present*

- Founded a GTM consultancy dedicated to helping PE/VC firms, startups, and non-profits with growth and strategy
- Led a team of 8 in building and operating a full-scale agency, scaling from 0 to \$50K MRR within 6 months
- Engineered an AI-driven government contracting platform to automate contract sourcing and procurement workflows
- Created investment thesis artifacts in Claude that convert nontechnical language into executable GTM workflows
- Developed automated prospecting engines that seamlessly integrated with Salesforce, HubSpot, and other CRMs
- Curated and executed tailored GTM strategies for 20 portfolio companies on behalf of a LMM private equity client
- Generated a total of \$50M+ in net new pipeline across clientele, ranging from real estate customers to enterprise tech

### Stacked (Series A Startup)

Los Angeles, CA

*GTM Lead*

*April 2024 – June 2025*

- Led operations and go-to-market efforts for a range of products (social app, monetization tool, community platform)
- Launched and grew a social platform from 0 to 500k+ users over a 2-month campaign in US and LATAM markets
- Built and executed the partnership funnel to onboard top brands and partners, managing end to end partnership deals
- Oversaw all growth channels, including TT/IG, referrals, influencer partnerships, and community building strategies

### Boston Consulting Group (BCG)

Los Angeles, CA

*Associate*

*June 2022 – April 2024*

- Advised firms in the technology and Gen AI space on business strategy, product launch, and growth initiatives
- Led client meetings and internal debriefs weekly, supplemented with detailed data visualizations and strategy decks
- Identified a \$50M+ opportunity for a client and presented a 5-step plan on innovating products to capture the demand

*Summer Associate*

- Advised a non-profit organization on employee engagement, space management and technology integration strategies
- Curated surveys and conducted interviews with company executives to identify pain points and strategic opportunities
- Developed a work model recommendation projected to increase inclusion of underrepresented minorities by >30%

### Capital One

McLean, VA

*Product Management and Analytics Intern*

*June 2021 – August 2021*

- Worked with engineering, data science, and executive teams to develop, design, test, and implement new products
- Utilized SQL and Excel to synthesize data and drive evidence-based solutions for Capital One's airport lounge strategy
- Delivered a cohesive business strategy recommendation backed by research insights from 10,000+ surveyed customers
- Analyzed objectives and implemented new solutions to projects that are projected to generate over \$10M+ in revenue

### DuMont Project (Marketing Consultancy)

Los Angeles, CA

*Project Management Intern*

*September 2020 – June 2021*

- Created presentation decks for Fortune 50 clients detailing marketing strategy and analysis on conversion objectives
- Managed accounts with investments of approximately \$40M a month with revenue generation of over \$250M
- Collaborated with the creative team to assess design of 1000+ advertisements and suggested improvements to clients
- Streamlined over 500 tasks through utilizing project management tools such as Asana in pair with Excel spreadsheets

## LEADERSHIP & PROJECTS

### Favors

Los Angeles, CA

*Founder and CEO*

*December 2020 – June 2022*

- Founded a demand-sided sharing economy startup that creates an open market for community-based task completion
- Managed engineering, marketing, and product design teams to develop an app that is easy to use, sticky and elegant
- Developed market entry strategy, profitability structure and scaling strategy through market research and interviews

## OTHER

**Technical Skills:** Microsoft PowerPoint, Microsoft Excel, Google Suite, SQL, Tableau, Alteryx, Chinese (Advanced), Figma

**Interests:** Bottled Water Brands, Stock Options, Sustainability Development, Movie Making, Stand Up, Karaoke, Anime