

RYAN P. KANG

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EXPERIENCE

CADO, INC.

SAN FRANCISCO, CA

Co-founder & CEO – *AI cooking app for healthy eating*

Jan 2026 - Present

- Achieved 6.8% download-to-paid conversion, ~40% trial-to-paid conversion, ~28% D7 retention, and ~16% D30 retention in early beta
- Designed Cado's onboarding flow and used PostHog to analyze onboarding drop-off, feature usage, and active-user trends
- Conducted 77 customer interviews across pre-product, early beta, and V1 to identify user pain points and guide product development
- Managed a 3-engineer product team and designer through Linear, setting product priorities, milestones, and weekly execution
- Created all paid social creatives and ran a 4-day Meta acquisition test achieving \$1.01 blended CPI (\$0.67 Android; \$2.41 iOS)
- Built an internal tool automating TikTok slideshow creation and publishing, driving 2M+ organic views in one month
- Generated 1K+ downloads and \$1K+ revenue in under one month through organic TikTok acquisition with \$0 paid spend

BEAM (YC W22)

New York City, NY

GTM Engineer – *AI-native B2B software company*

July 2025 - Dec 2025

- Reduced sales infrastructure costs by 90% and generated 1,000+ qualified B2B leads/day by reverse-engineering Clay in n8n
- Sourced 30,000+ qualified leads through an end-to-end pipeline scraping Product Hunt via Firecrawl, enriching LinkedIn/Twitter data via Apify, qualifying with LLMs, and delivering personalized outbound messaging
- Improved cold outreach response rates by 34% by creating thousands of personalized AI messages using enriched lead data
- Tracked CRM funnel data to monitor lead progression, identify stalled accounts, and prioritize outreach toward conversion
- Collaborated with engineers to scope growth tools, translate GTM needs into product requirements, and manage execution in Linear

SENSATE, INC.

LOS ANGELES, CA

Sales Development – *consumer wellness technology company*

July 2024 - June 2025

- Oversaw ~\$12K/month in revenue through B2B partnerships across wholesale platforms including GOVX and Perks at Work
- Evaluated paid product placement opportunities across marketplace platforms by analyzing views, clicks, sales, and conversion rates
- Led partner outreach, onboarding, and pricing negotiations for online marketplaces, evaluating channel fit and high-ROI opportunities
- Owned B2B pipeline in CRM, monitoring deal progression and prioritizing follow-up actions across sales funnels

ZOE BIOSCIENCES – *longevity biotechnology company*

LOS ANGELES, CA

GTM Intern

April 2024 – June 2024

- Conducted 20+ physician interviews to understand provider perspectives on longevity care and biological-age testing
- Built and ran a LinkedIn outbound drip campaign with personalized messaging to physicians and private practices
- Participated in biological-age and metabolic testing at Northwestern's Potocsnak Longevity Institute, gaining healthspan exposure

SLIDEZ, INC.

DANVILLE, CA

Founder & CEO – *athletic recovery footwear brand and baseball media company*

June 2020 - Aug 2023

- Drove \$5K+ in sales through direct-to-consumer footwear sales
- Generated 12.5M+ organic social media views in 3 months for athletic shoe campaigns, securing three brand deals
- Conducted 120+ customer interviews to assess product-market fit across athletic recovery footwear and sports media
- Signed 20+ NCAA Division I athletes for product campaigns, negotiating video usage rights and influencer agreements
- Negotiated with international shoe manufacturers, developed five prototypes, and established production pricing

EDUCATION

NORTHWESTERN UNIVERSITY

EVANSTON, IL

Bachelor of Arts in Economics | *Certificate* in Human-Computer Interaction | *Minor* in Music Technology

Sept 2023 - June 2027

GPA: 3.82/4

- Little Joe Ventures Fellow: selected as one of five entrepreneurial fellows annually; received \$5K in funding and founder mentorship
- President & Founding Member, Homebrew: built startup community, hosted VC events, and brought 10 members to YC Startup School
- Founder, Resident, and Ambassador at The Garage, Northwestern's startup incubator; participate in programming and mentor founders
- Co-Director, ISBE (Institute for Student Business Education) Arch Program, entrepreneurship-focused cohort
- Relevant Coursework: Economics, Computer Science, Human-Computer Interaction, Chemistry, Biology
- Certificates: Google UX Design Professional Certificate; Codecademy Front-End Engineer; Scrimba Frontend Developer Path
- Activities: Club Triathlon, Run Club, Club Jiu-Jitsu, Wellness Chair, Delta Tau Delta, Outdoors Club, Meditation Club

SKILLS

Analytics & Product: PostHog, GA4, Superwall, RevenueCat, Linear, Excel, Google Sheets, Figma, FigJam, Notion, Stata

Growth & GTM: Meta Ads Manager, TikTok Ads Manager, HubSpot, Clay, Instantly, Apollo, Impact.com, Shopify, Instacart, Canva, CapCut

Technical & Build: JavaScript, React, React Native, HTML/CSS, n8n, Firecrawl, Apify, Expo, Supabase, Xcode, Android Studio, App Store Connect, Google Play Console, Claude Code, Cursor

Languages: English (Native), Spanish