

Kang Huang

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EDUCATION

University of Wisconsin-Madison

B.S. with Honors, Double Major in Statistics and Mathematics

Madison, WI

2014 - 2018

University of Rochester

PhD in Quantitative Marketing

Rochester, NY

2021 - 2026

RESEARCH INTEREST

- Methodology: Unstructured Data Analysis, Causal Inference
- Substantive: Digital Marketing, Digital Platform, Online Consumer Behavior, Political Marketing

WORKING PROJECT

Did it Matter? The Effects of Voter Suppression Campaigns on the Election Outcomes (Targeting Science. Presented at American Political Science Association Conference 2020 and Harvard Disinformation Workshop by co-author)

- With Young Mie Kim and Richard Heinrich. Working on final draft.

Social Media Advertising and Consumer Search

- Data analysis in progress

RESEARCH EXPERIENCE

University of Wisconsin-Madison

The stealth media? Groups and Targets behind Divisive Issue Campaigns on Facebook. (2018). Political Communication (35):515-542

- Research Assistant to Young Mie Kim.

Impact of GMO Labeling on Consumer Choice

- Research Assistant to Neeraj Arora, Youngju Kim, and SunAh Kim.

Committees and Decision Making

- Research Assistant to Neeraj Arora and Yuko Onozoka.

Wisconsin Department of Natural Resources

Linking groundwater and climate to understand long-term lake level fluctuations in Wisconsin

- Worked on modeling spatial and temporal trends of groundwater levels

WORK EXPERIENCE

CUNA Mutual Group

Marketing Analytics Analyst

Madison, WI

July 2018 – July 2021

- Measure marketing effectiveness (email marketing, direct mail marketing, attribution model), optimize business rules (targeting rules, underwriting processes), and reporting

RELEVANT COURSEWORK

Regression Analysis, Multivariate Analysis, Bayesian Methods, Statistical Experimental Design, Statistical Methods for Clinical Trials, Bioinformatics, Causal Inference, Econometrics, Microeconomics

PROGRAMMING SKILLS

- Advanced: R, SQL, Tableau
- Intermediate: Python, HTML