Hannah J. Ahn

linkedin.com/in/hannahahn- • (201) 470-7371 • hannahahn0@gmail.com

EDUCATION

Harvard University Cambridge, MA
Bachelor of Arts, Psychology | Secondary in Economics. GPA: 3.8 May 2024

EXPERIENCE

McKinsey & Company New York, NY
Business Analyst Feb. 2025 – Present
Diagnose ambiguous, cross-industry business problems – building data models, tracking KPIs, and managing cross-functional workstreams – and translate analysis into executive-ready recommendations.

- Co-led conjoint and MaxDiff studies for a Fortune 500 consumer technology company, informing a pricing redesign projected to generate $86-147M in annual gross margin impact; used customer preferences, competitor benchmarks, and cost and margin analysis to recommend a new membership tier, clearer feature packages, and adjusted equipment prices.
- Owned fact packs for 4 Tableau promotion and markdown tools supporting 100+ merchants, with $30-50M in projected program impact; independently led a third of merchant sessions, using forecast scenarios and margin analysis to guide promotion and vendor-funding decisions and adapting sessions to address pushback.
- Built an Excel model of sales pipeline data to assess marketing performance by industry, product, campaign, and sales origin; uncovered missing deal values in 37% of analyzed opportunities and inconsistent stage conventions. Analysis supported a broader go-to-market diagnostic identifying initiatives with $270-320M in projected cumulative run-rate ARR impact over two fiscal years.
- Developed 3 future-state account executive role archetypes for an enterprise software company using sales research and consultations with McKinsey sales and channel experts; compared current and projected workload allocations under feasible agentic AI adoption scenarios, identifying potential to increase customer-facing selling time from 27% to 50% of working hours.
- Co-led an HR productivity transformation for a Fortune 500 aerospace and defense manufacturer, managing timelines for 7 cross-functional initiative teams and coaching development of HR improvement prototypes with defined KPIs. Reported progress to HR directors twice weekly; teams presented their deliverables directly to the CHRO.
- Mapped a representative enrollment process and estimated automation impact for a major U.S. life insurer's offshore capabilities restructuring, helping run interviews across all organizational levels to diagnose inefficiencies and recommend process redesigns.
- Co-led nonprofit pilot evaluation and KPI redesign, using 9 interviews with frontline staff to founders to translate ambiguous goals like community impact into measurable criteria; related research published as an internal McKinsey knowledge resource.

Summer Business Analyst (Los Angeles, CA) Jun. 2023 – Aug. 2023

- Presented a synthesis of gamification research directly to the president and CEO of a Fortune 100 automotive company during a marketplace app review, receiving positive executive feedback on the overall product.
- Led a gamification study that informed an implemented marketplace app feature; all 5 service providers interviewed during app testing gave positive feedback.

The New York Times New York, NY
The New York Times Licensing Group, Operations Intern Jun. 2022 – Aug. 2022

- Audited customer onboarding experience and customer segmentation strategy for 22 high-priority global VIP clients.
- Presented progress and findings regarding client retention projects to executives and managers across the organization.

The Harvard Crimson Cambridge, MA
Plympton Street Productions Manager Jul. 2021 – Jan. 2023

- Founded and scaled Plympton Street Productions (PSP), recruiting and leading a 15-person staff and overseeing lead generation, client relations, and contracts.
- Prospected and pitched clients alongside the team, winning and delivering marketing and brand strategy projects for three clients in the first year and generating $8,800 in revenue.

Advertising Associate, Membership Model Strategist Feb. 2021 – Jul. 2021

- Pitched and sold ad placements on a small team generating over $180k in annual revenue through ad sales and new ad products.

Harvard Undergraduate Consulting on Business and the Environment Cambridge, MA
Associate (previously Analyst) Sep. 2021 – Jan. 2023

- Planned weekly deliverable assignments for analysts, coordinated and led interviews for cases.
- Structured a competitive and partnership landscape assessment to strengthen consumer trust in digital payments for a European fintech valued in the tens of billions.
- Devised 3-, 6-, and 10-year sustainability roadmaps for a leading global prestige beauty retailer, structuring recommendations across operations, communications, and marketing.

Harvard Student Agencies (HSA) Cambridge, MA
Internal Marketing, Corporate Designer Sep. 2020 – Dec. 2021

- Developed email marketing campaigns for The Harvard Shop, the flagship retail arm of HSA, the world's largest student-run company, and evaluated email analytics to drive revenue growth.
- Expanded campus presence and applicant pool for HSA's web development firm by organizing a bootcamp with 100+ signups.

SKILLS & INTERESTS

Technical: Excel (INDEX/MATCH, pivot tables, data modeling), Tableau, PowerPoint (executive presentations), Google Workspace (Sheets, Slides)
Languages: English (fluent), Korean (intermediate)
Interests: Art, Technology, Design, Film, Fashion