Kyu H. Kim

(703) 678-9502 · kyu.hyeon.kim@gmail.com

GTM leader and operator focused on driving impact through analytics and process optimization.

WORK EXPERIENCE

RenoFi (Series B - via Cottage acquisition), San Francisco, CA **Jan 2025 - Sep 2025**
RenoFi lets renovating homeowners borrow more by offering financing based on the home's after-renovation value.

Head of Growth (managed team of 3 across marketing & partnerships)

- Grew qualified opportunity volume by ~10% by leveraging data-driven insights on lead quality in performance marketing channels, and establishing process for website landing page experimentation
- Restructured partnerships function to scale more effectively by leveraging outside sales team as account managers for partners, which grew to drive 30-40% of monthly company revenue

Cottage (Series A), San Francisco, CA **Aug 2020 - Dec 2024**
Cottage raised $20M+ to build a marketplace connecting renovating homeowners with contractors and architects.

Head of Growth / Director of Growth (managed team of 5 across sales & marketing)

- Increased customer acquisition by ~40% while reducing CAC by ~10% by reallocating spend between paid marketing channels to improve lead quality and restructuring sales incentive structures
- Reinvented GTM motion (ads, website, self serve lead acquisition, sales process) as part of business pivot to a homeowner <> pro matching platform for renovation projects, decreasing CAC by ~70%

Business Operations Lead

- Reduced cost of sale by ~25% by redesigning customer journey and coordinating cross-functional implementation across marketing, sales, product, and operations
- Rebuilt company-wide data infrastructure (Airtable + Zapier integrations) to centralize data and workflows, enabling live, automated construction cost estimates and real-time reporting for sales team
- Automated core funnel reporting and developed financial models to evaluate impact of strategic initiatives on P&L to improve decision-making

Sales Operations Lead / Growth Operations Manager

- Launched Cottage's 3rd market (San Diego) that grew to drive 20-30% of monthly company sales
- Tripled sales efficiency by transitioning the sales process from in-person field sales to virtual, standardizing data collection and automating the customer journey using Airtable, GSuite, and Zapier
- Sold first 30+ customers as employee #5, established sales process and trained the sales team

Mastercard (via Applied Predictive Technologies acquisition) **Aug 2018 - Aug 2020**
Business Consultant

- Led strategic data analysis engagements with senior leadership and set up data ETL processes at Fortune 500 companies across multiple verticals including banks, subscription services, and restaurants
- Increased credit card acquisition campaign response rates by 5x while managing risk by targeting effective customer segments via propensity model and personalizing the product and offer

EDUCATION

Dartmouth College, Hanover, NH
B.A. Major in Mathematics, Minor in Computer Science, Music Study Abroad in London

SKILLS

Technical Skills: Zapier, SQL, Airtable, Looker, AI Workflows, Advanced Excel/GSheets, Hubspot, Javascript, Financial Modeling, Data Analysis, Propensity Modeling, Process Optimization, Process Automation