

Kang Huang

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EDUCATION

University of Rochester

PhD Candidate in Quantitative Marketing

Rochester, NY

2021 - present

University of Wisconsin-Madison

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

Madison, WI

2014 - 2018

RESEARCH INTEREST

- Substantive: Advertising, Fairness, Political Marketing
- Methodology: Causal Inference, Structural Models

WORKING PAPER

Fair Crowd Funding Ranking Design

- With Yufeng Huang and Xiaoting Zheng

Voting Behavior and Uncertainty

- With Mitch Lovett and Gretchen Helmke

Who let the dog out? News Media Attention Stimulates Negative Political Advertising

- With Mitch Lovett and Ron Sharchar.

WORKING PROJECT

Strategizing Online Customer Service

- Data collection 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

TEACHING EXPERIENCE

Lab Instructor

Programming for Analytics (MS)

2022, 2023, 2024

Teaching Assistant

AI and Deep Learning (MS 2024), Prescriptive Analytics with Python (MS 2023, 2024, 2025)

WORK EXPERIENCE

CUNA Mutual Group

Madison, WI

Marketing Analyst – Senior Marketing Analyst

July 2018 – July 2021

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

PROGRAMMING SKILLS

- R, Julia, Python, SQL, STATA, Matlab