

HANKUN (OWEN) LI

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EXPERIENCE

MantisGrid AI *Growth Marketing Associate* *Jul 2026 – Present*

B2B AI infrastructure startup that keeps GPUs, Kubernetes, and AI models running reliably

- Co-organized MantisGrid AI Hackathon & Summit 2026 in Palo Alto: **100+ attendees, \$10K prize pool.**
- Wrote blog and LinkedIn content for ML engineers, platform teams, and CTOs.
- Ran promotions and marketing campaigns in HubSpot, and tracked contacts and follow-ups.
- Connected with sponsors and partners, and wrote sponsor and event updates.

Owen Education *Co-Founder & Head of Business Development* *Nov 2024 – Dec 2025*

- Ran the full sales cycle, converting leads into **50+ paying customers** (\$6,000 in revenue).
- Grew sales through WeChat, Rednote, and referrals; **~25%** of trial users paid and **~60%** bought again.
- Set pricing and packages, sized the market, and ranked channels by acquisition cost and payback time.

Zheng Da Auction Company *Business Development Intern* *May 2025 – Sep 2025*

- Managed relationships with **100+ high-net-worth clients** through onboarding, bidding, and settlement.
- Resolved payment disputes with the finance, legal, and operations teams.
- Improved client message templates and follow-up steps for real estate and asset auctions.

Berkeley Emerging Technology Association *External Relations Lead* *Aug 2024 – Dec 2025*

- Reached **~200 Bay Area VCs, founders, and corporate partners** through cold email and LinkedIn.
- At the Plug and Play AI Summit, connected with **15+ founders** and **8+ VCs** for Demo Day.

EDUCATION

University of California, Berkeley *B.A., Applied Mathematics* *Dec 2025*

- Dean's Honors List (top 16%); transferred from UC Davis.

SKILLS & LANGUAGES

Marketing: Events, blog and LinkedIn content, campaigns, marketing to technical audiences.

Sales & BD: Full-cycle sales, client management, partnerships.

Tools: HubSpot, Google Workspace, Notion, Claude Code, Codex.

Languages: English (fluent), Mandarin Chinese (native).