

Darren S. Kwong

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Education

Bachelor of Science, Business Administration
University of California, Riverside

Riverside, CA
June 2006

Experience

Fourandhalf

Hayward, CA

PPC Account Manager (Google Adwords & Analytics Certified)

February 2015-Present

- Built and managed 100+ lead generation PPC (Adwords, Bing, Facebook) campaigns for small to medium sized businesses.
- Met with clients to discuss and understand their business goals and target market.
- Designed and implemented landing page strategies and tests to optimize conversion rates.
- Collaborate with team members to share knowledge and solve problems.
- Contributed to company video blogs to educate subscribers and promote Fourandhalf's brand.

Web Developer

San Jose, CA

Self-employed

July 2013-April 2015

- Developed WordPress real estate company website implementing image slider and form widgets along with additional HTML, CSS, and Javascript customizations.
- Integrated LinkedIn JavaScript API for customizable visitor login experience.
- Created personal portfolio website and landing page utilizing bootstrap framework.

Opes Advisors

Los Gatos & San Francisco, CA

Scenario Desk Specialist & Transaction Coordinator

November 2011-July 2013

- Developed the scenario desk to become a highly regarded resource, which gained notice among industry competitors as bank grew from 100+ employees to 300+ employees in a little over 2 years.
- Designed and hosted live 1-hour GoToMeeting webinars to educate 300+ person sales staff about bank's portfolio of loan products, how to effectively navigate investor guidelines, and how to utilize our pricing engine.
- Produced thoroughly documented solutions to 30+ loan scenario requests per day as trusted point of contact and guideline guru while remaining on call to provide guidance on urgent sales requests within an hour.
- Maintained highly utilized (multiple downloads daily) Excel comparison matrices and FAQs highlighting key guideline differentiations among investors and posted them via Joomla CMS for companywide reference.
- Supported director of business development on sales calls to discuss current market trends and bank underwriting operations, after being recognized for my strong underwriting knowledge and communication skills.
- Managed pipeline for two top 10 branch partners with an annual loan volume of \$100+ million while serving as liaison between borrowers, underwriters, realtors, and escrow officers.

Provident Funding

Santa Clara, CA

Branch Manager & Underwriter

July 2007-October 2011

- Led a 7 person staff of underwriters and closers to achieve #1 in both units and dollars funded among over 50 branches nationwide with months exceeding 350 units and \$150MM funded.
- Authorized to underwrite residential loan amounts up to \$729,500, I was trusted as the branch's authority for both underwriting and funding exceptions while escalating high risk scenarios to operations support as necessary.
- Developed broker-client business by maintaining positive communication and establishing our brokers' trust.
- Consistently met or exceeded branch's established monthly goals of pipeline generation and turnaround.
- Multitasked between responsibilities of loan underwriting, client services, and executive management's demands.

Additional Skills & Information

- Conversational in Cantonese Chinese
- Intermediate knowledge in HTML, CSS, and Javascript
- Experienced in multiple software platforms including Adwords, Analytics, Data Studio, Unbounce, Facebook Ads, Bing Ads, CallRail, Mavenlink, and more.
- Proficient with MS Office Suite (Word, Excel, Outlook, PowerPoint)
- Experience with Adobe Suite (Illustrator & Photoshop)
- Recipient of Eagle Scout Honor
- Enjoys outdoor activities and team sports such as soccer, basketball, running, cycling, hiking