

# Brandon Kwok

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## EDUCATION

### University of Massachusetts Amherst

Bachelor of Science Managerial Economics, Minor in Business

Expected Graduation December 2025

GPA: 3.59

## WORK EXPERIENCE

### Business Development Manager

September 2025 - Present

*Scensob Staffing, Consulting, & RPM LLC, Spencer MA*

- Led business development efforts to secure new clients for Staffing Agency and Facilities Management Services, reaching out to 50 to 100 new clients weekly, contributing to revenue growth and company expansion
- Designed and executed strategic growth plans to enhance organizational visibility, increase competitive positioning, and align company objectives for sustainable business development

### Intern

May – August 2025

*Scensob Staffing, Consulting, & RPM LLC, Spencer MA*

- Developed and led the creation of a comprehensive residential management learning ecosystem and oversaw the launch by coordinating timelines, guiding content development, and facilitating stakeholder reviews using project management software
- Oversaw daily financial operations in QuickBooks, including AP/AR and invoices, while also analyzing monthly reports
- Managed budgets, logistics, and programming for community events, securing sponsorships and partnerships

### Sales Manager

May 2023 - January 2025

*Journeys, Burlington MA*

- Led and acted as the primary point of contact for this store, ensuring a smooth and seamless selling process
- Motivated the sales team to consistently exceed their monthly sales quotas, offering support and assistance as needed
- Conducted many store audits/makeovers due to the lack of organization and management while I was away at school

### Merchandising Intern

June - August 2024

*Global Partners LP, Waltham MA*

- Designed and implemented detailed planograms for over 400 retail locations, utilizing space management software to ensure optimal product placement and seamless product flow, while aligning to store guidelines and standards
- Conducted in-depth market analysis to identify growth opportunities and optimize product assortment with new and old products, analyzing sales data pulled from Power BI
- Oversaw vendor meetings to identify new product opportunities and strengthen vendor relationships, providing strategic feedback when I saw fit to determine if their products were aligned with our customer base
- Created and maintained comprehensive data through various Excel documents, ensuring data accuracy for KPI purposes

### Operations Management Intern

May - August 2023

*Foodlink, Arlington MA*

- Assisted in the management of grocery store accounts by establishing strong relations and coordinating pickups/deliveries
- Conducted training sessions for new volunteers, equipping them with the skills necessary to perform a range of tasks
- Secured new corporate donors, redirecting thousands of pounds of surplus goods daily to bring in additional recipients

### Marketing and Wealth Management Intern

December 2022 – January 2023

*IAG Wealth Management, Lexington MA*

- Researched promotional opportunities for media publication success, growing media page implications significantly
- Improved and updated stock sheets to help formulate new investment strategies based on current market trends

## ENTREPRENEURIAL EXPERIENCE

### Founder

December 2020 – September 2025

*Noble.Kickz, Arlington MA*

- Executed product promotion campaigns across social media and various online platforms, effectively enhancing the visibility
- Applied disciplined profit and risk strategies to purchasing decisions, minimizing unnecessary risks
- Effectively built strong relationships and networks with fellow resellers, resulting in engagement with new clients
- Analyzed market trends to find the next popular shoe, making investment judgments based on consumers' preferences

## ADDITIONAL INFORMATION

**Technical Skills:** Proficient in Microsoft Tools, Google Tools, Power BI, Symphony AI, PDI, QuickBooks, Monday.com, and Jira

**Certifications:** Pricing Strategies and Sales Proposals (*via Salesforce Trailhead*) and Excel for Business (*via Goldman Sachs*)